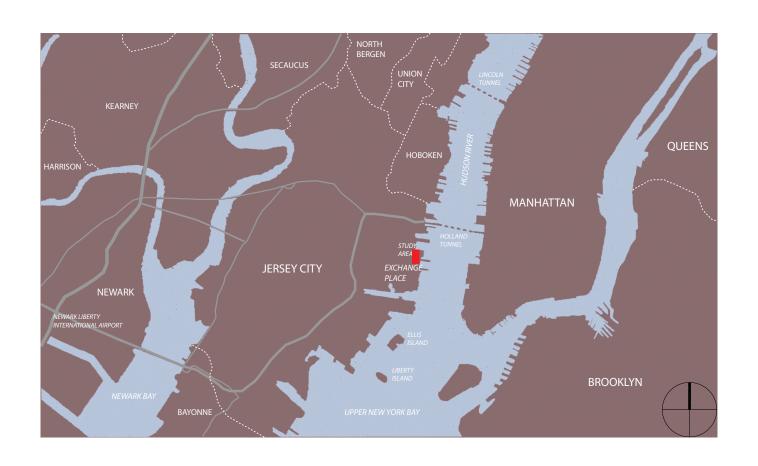
# PROTECTING THE ARTISTS' SOCIAL CONSTRUCT IN A MUTUALLY BENEFICIAL DEVELOPER ENVIRONMENT RE-IDENTIFYING JERSEY CITY'S POWERHOUSE ARTS DISTRICT

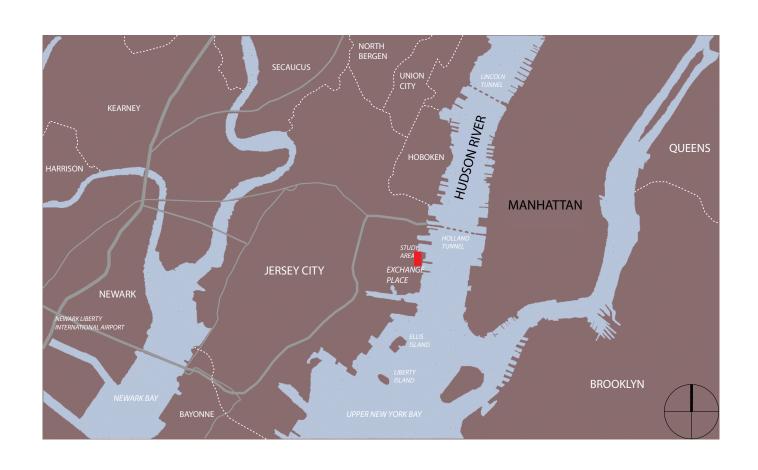


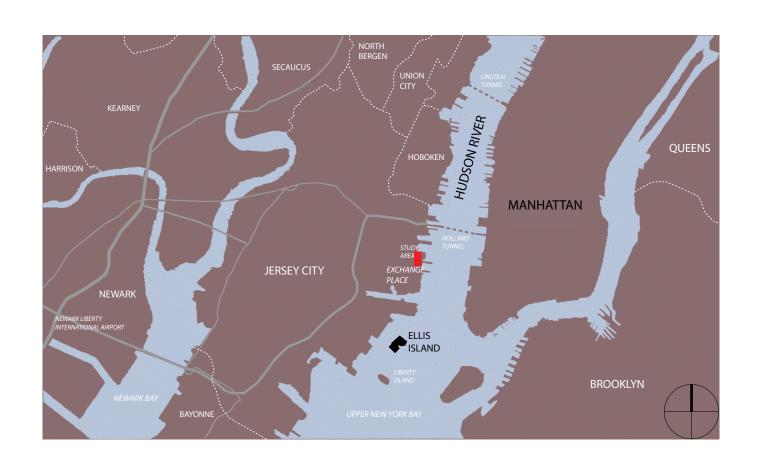
Jersey City, NJ is an area which is going through initial stages of redevelopment and creating a new identity. Its proximity and view of New York City has opened up a wave of new development and high rise towers. However, one of the major casualties to this new wave has been the Jersey City's Powerhouse Arts District. Many of the old warehouses, which local artists have been using as gallery and work spaces, have been demolished in order to make way for these new high rises. In particular, on 111 First Street in Jersey City sat an old warehouse, which legally housed over 70 local artists in a live/work environment. This warehouse was demolished in 2006 and the site now sits empty leaving the tenants to scramble and disperse from this designated Arts Community. What was once a thriving art community, Jersey City's Arts District now seems to be losing value in its historic identity due to a beneficial developer's environment.

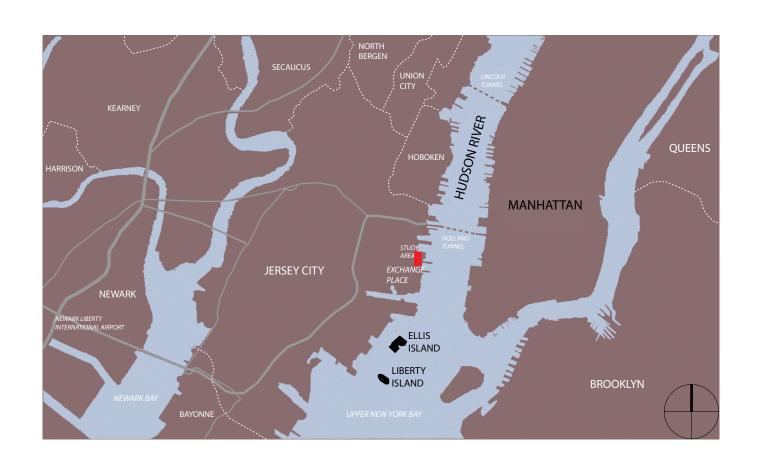
This project is a mixed-use high rise which will incorporate the program of the newly constructed high rise buildings of retail, hotel, and condominiums with the program of the existing Powerhouse Arts District, art gallery, auction house, art work spaces, and artist lofts. In order for this combination of program to occur and to retain developer interest in this high rise tower, relationships between the program were investigated. Typical "inefficient" or unleasable spaces in a traditional high rise were used as opportunities to incorporate these art district programs into the site. Artist lofts were design on the perimeter of the mechanical floors to take advantage of double height spaces as well as privacy. Art galleries, and an auction house was incorporated on the lower service level in order to take advantage of loading/unloading access. Art work spaces were designed around program which required column free spacing and a sunken art plaza was designed to add additional frontage to different retail and art programs located below grade. The design of both the high rise and its program intends to restore the deteriorating identity of the Powerhouse Arts District in Jersey City, NJ.

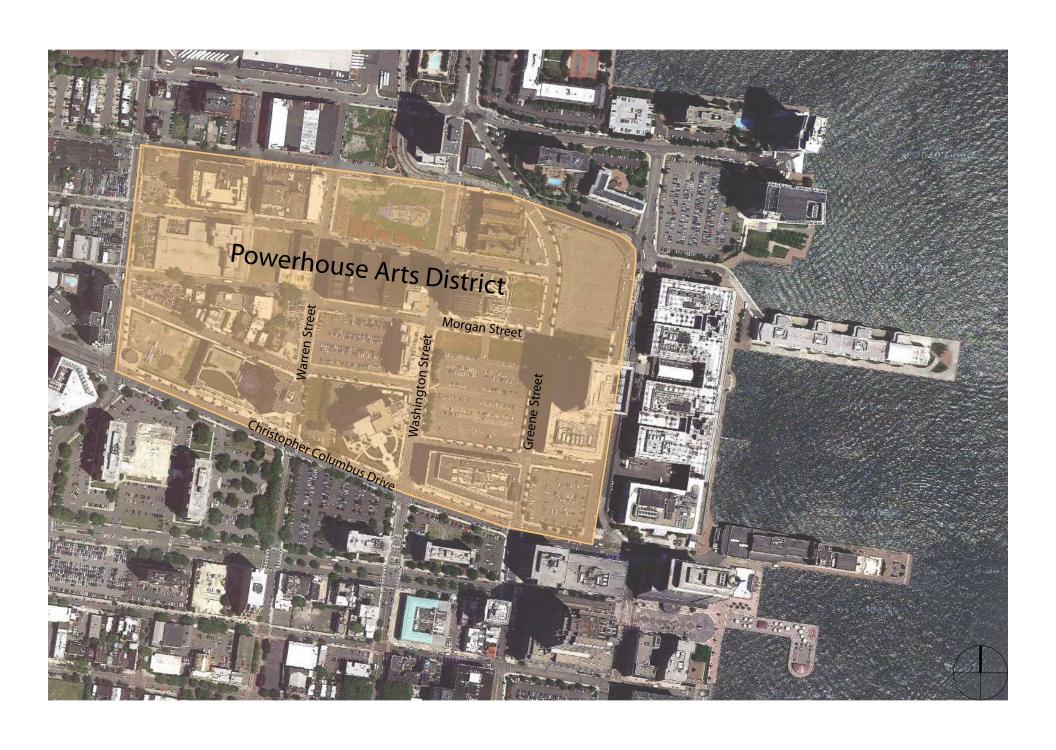






















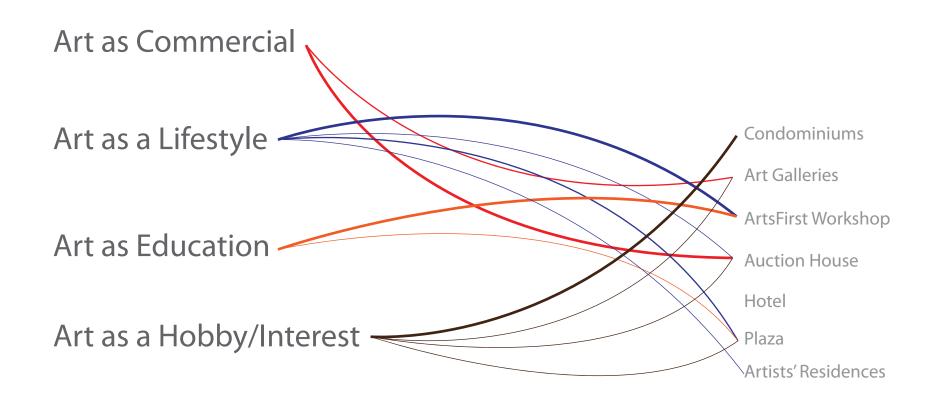












#### **Community Outreach Programs**

Art and experimental workshops for seniors, adults, teens, and children

Continuing education classes for adults and after-school workshops

Collaborations with nonprofit groups that use the arts an humanities to reach at-risk youths and adults

Office spaces available for local community groups and associations

#### **Art Development**

Maintain and administer a community gallery

Organize Powerhouse Arts District street fairs and open studio tours

Offer project space on a partnership basis to existing arts and educational institutions.

Open space for the public which will serve as a sculpture garden.







#### Powerhouse Arts District

Local Artists' Needs







#### Powerhouse Arts District

**Local Artists Needs** 

Local Community Needs









Art Gallery 40,000 sf with workspace and educational component

High End Art Auction House 20,000 sf

Retail 20,000 sf

Office 480,000 sf

Hotel 300,000 sf

Condominiums 300,000 sf

Art Plaza

**Artists Residences** 

Art Display Space

Financial District

Powerhouse Arts District

Condominiums Artist's Residence

Hotel Art Gallery

Office Art Display Space

Financial District

Powerhouse Arts District

Condominiums Artist's Residence

Hotel Art Gallery

Office Art Display Space

Retail

Art Plaza

**Auction House** 

#### Financial District

Powerhouse Arts District

Condominiums Artist's Residence

Hotel Art Gallery

Office Condominiums Art Display Space

Hotel

Office

Artist's Residence

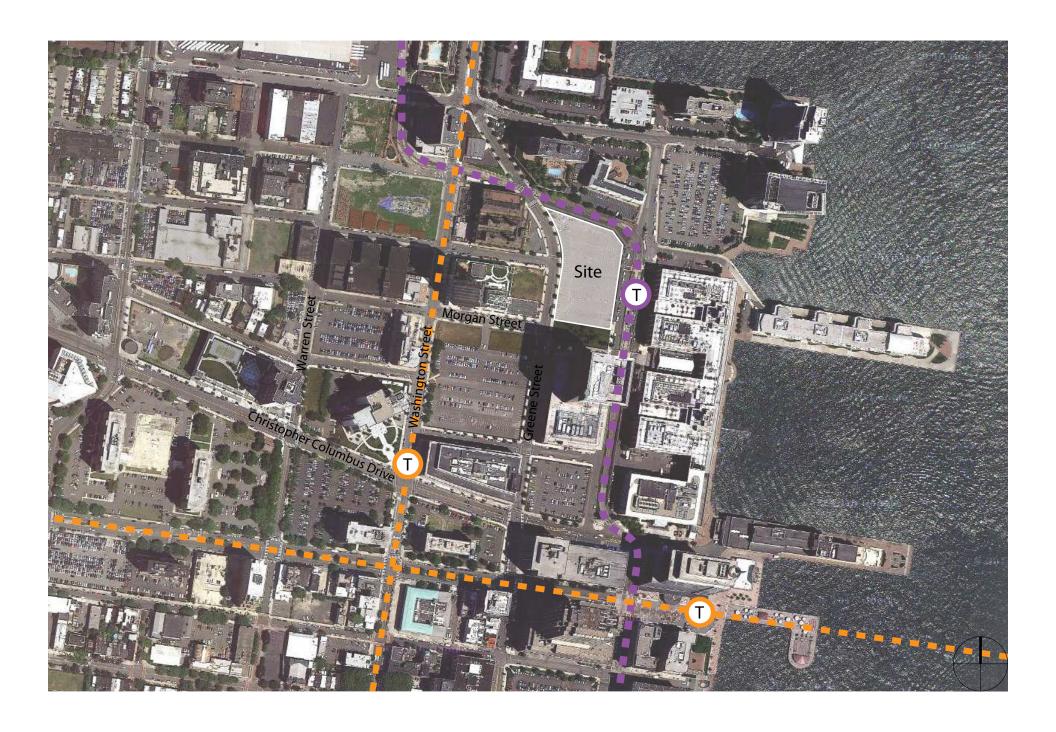
Art Gallery

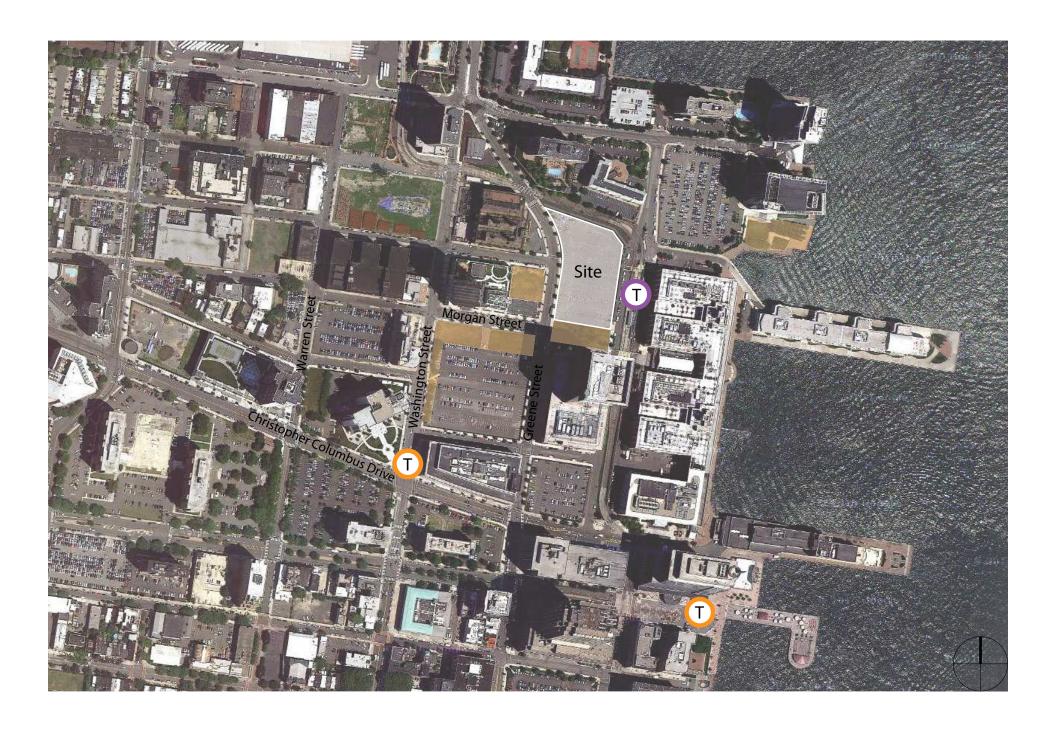
Art Display Space

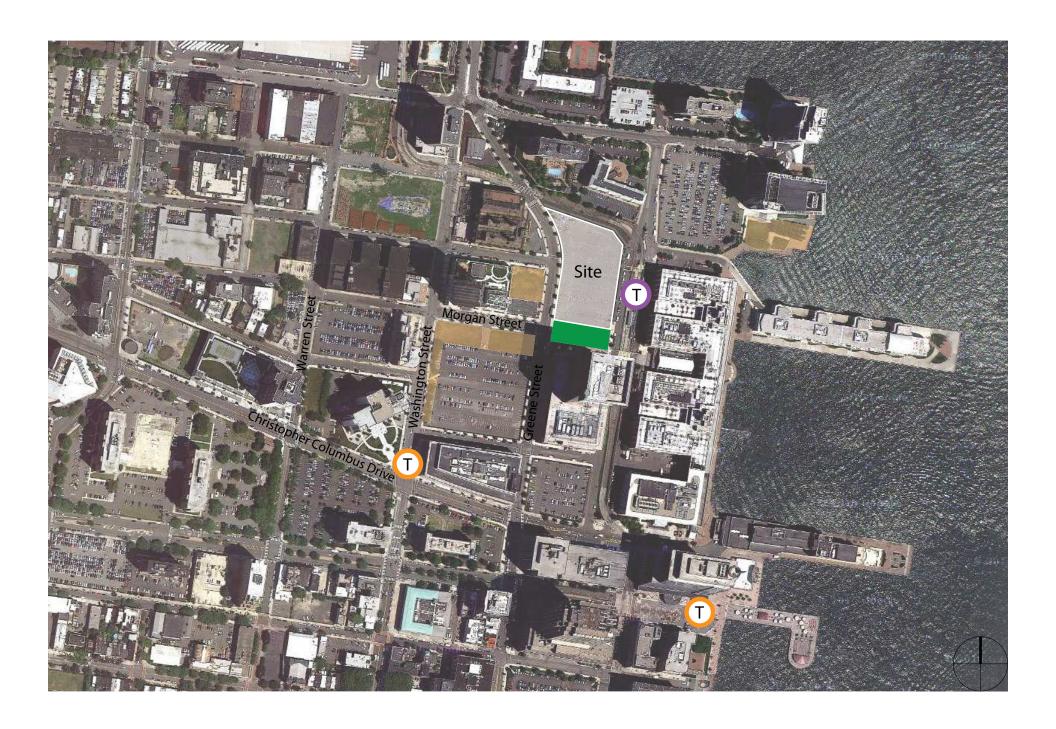
Retail

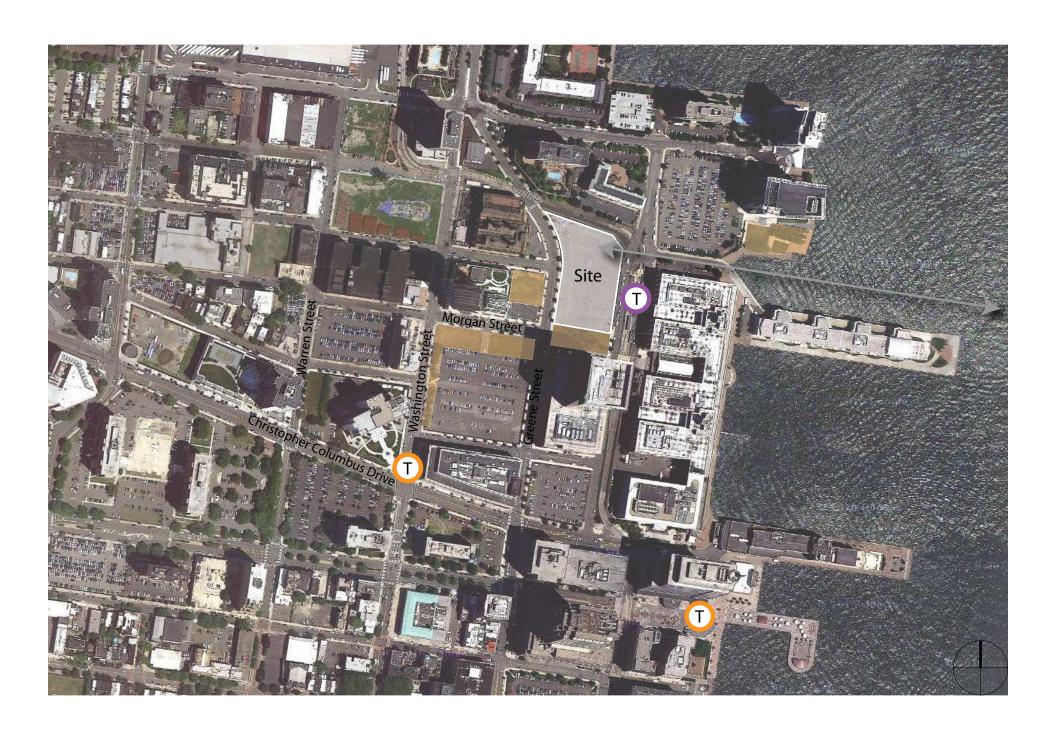
Art Plaza

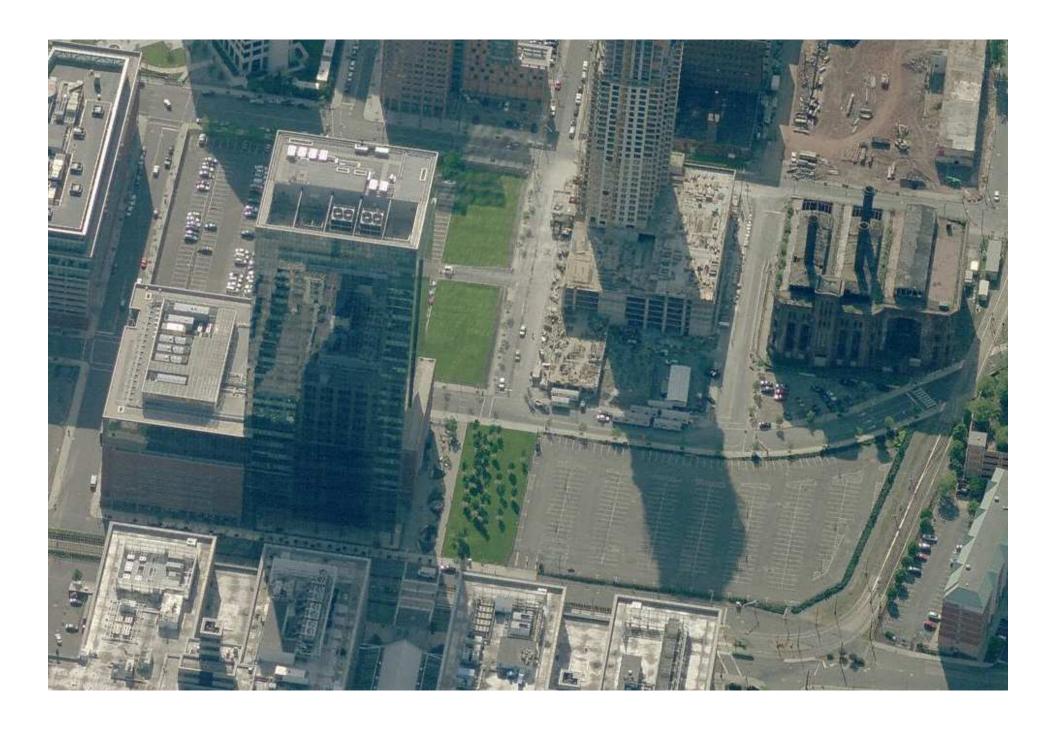
**Auction House** 

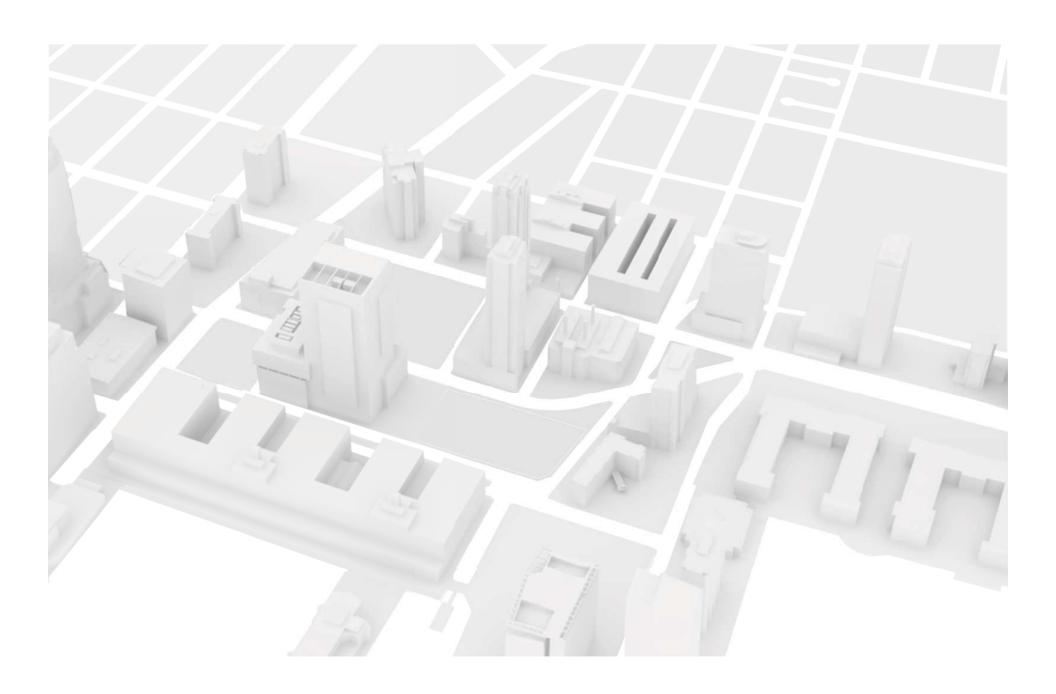


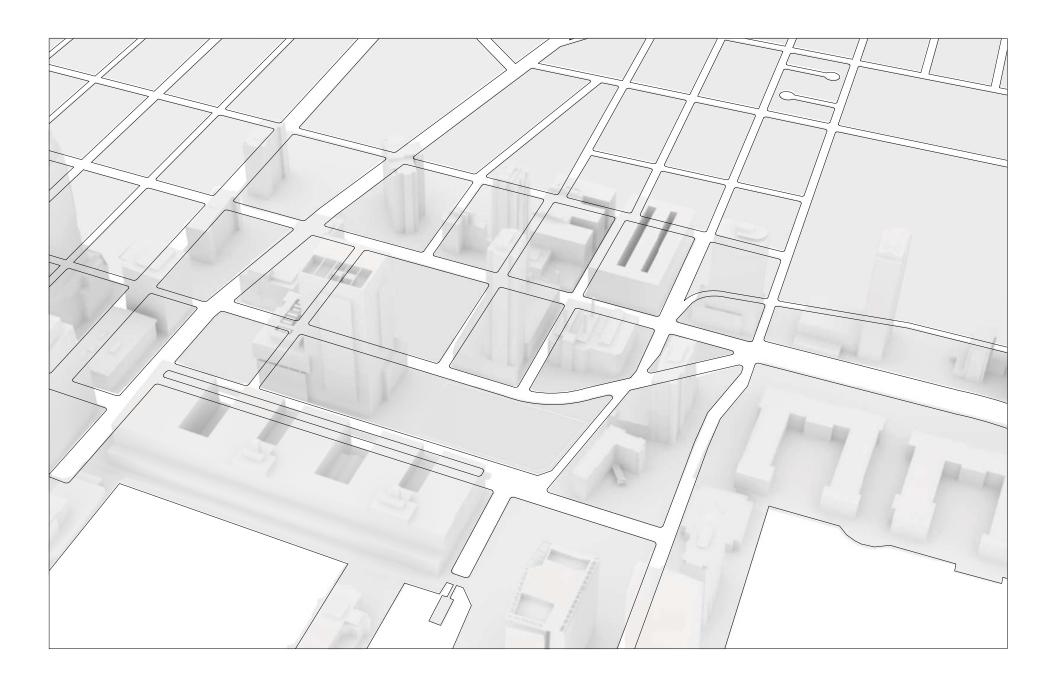


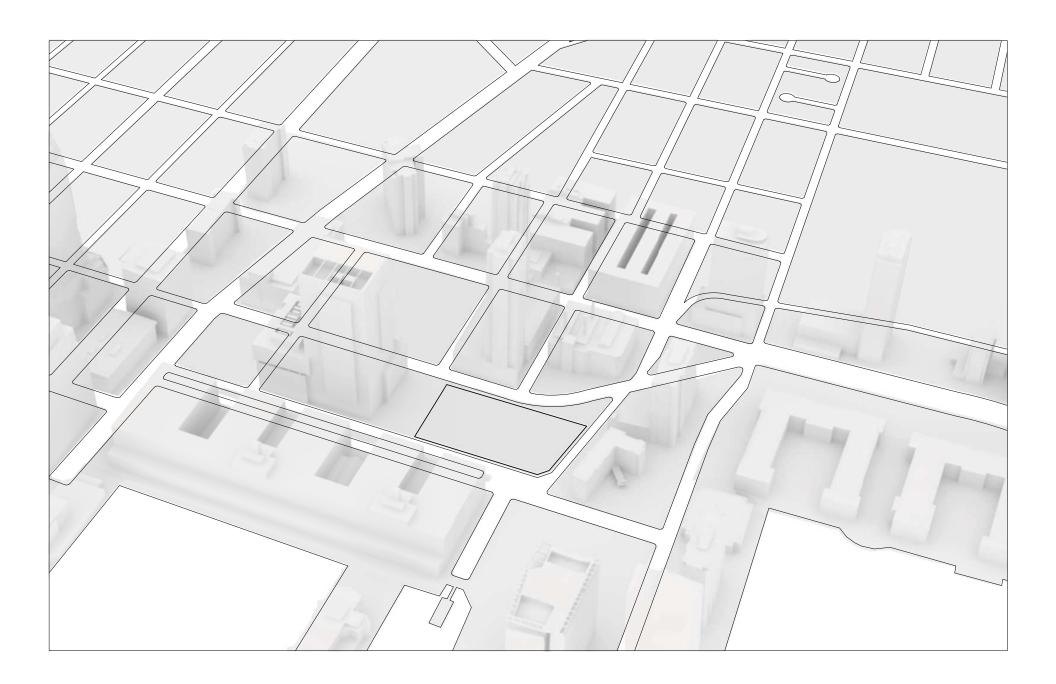


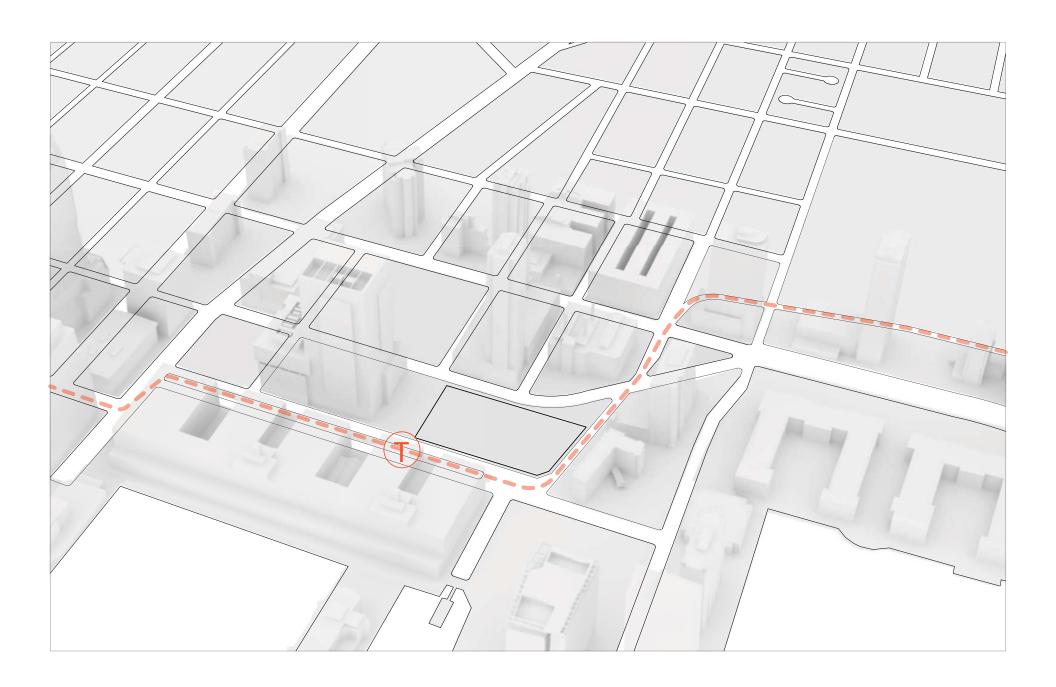


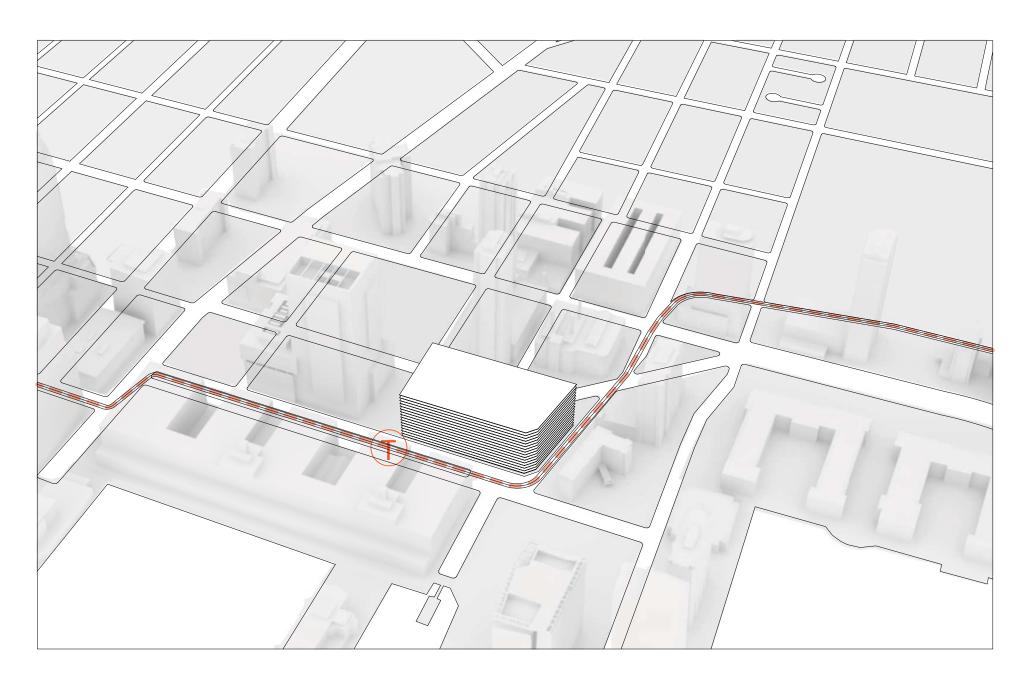




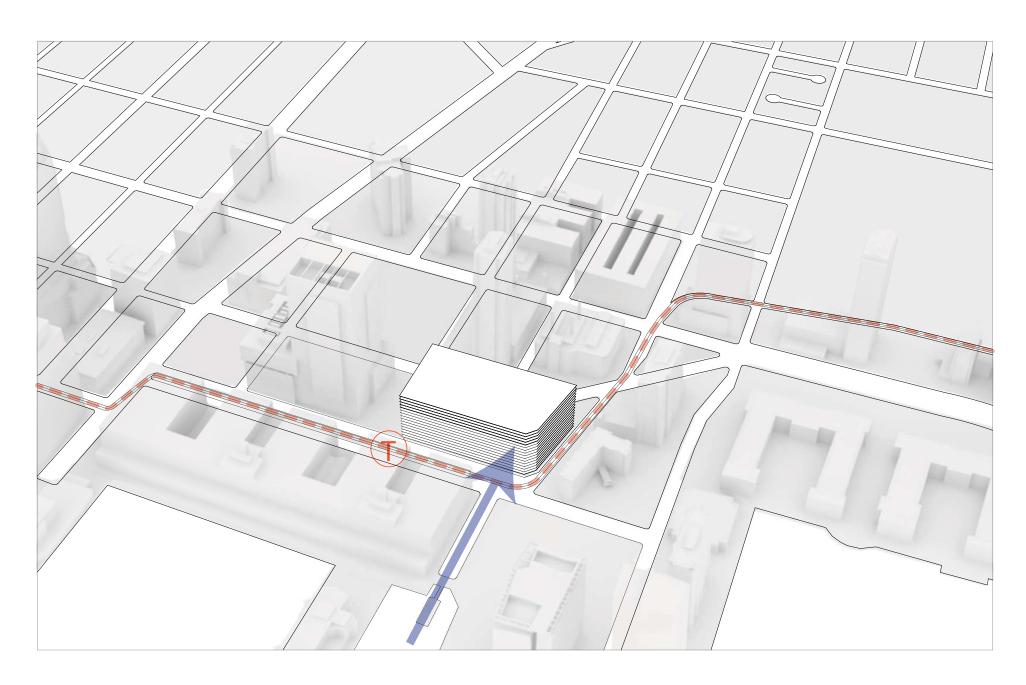




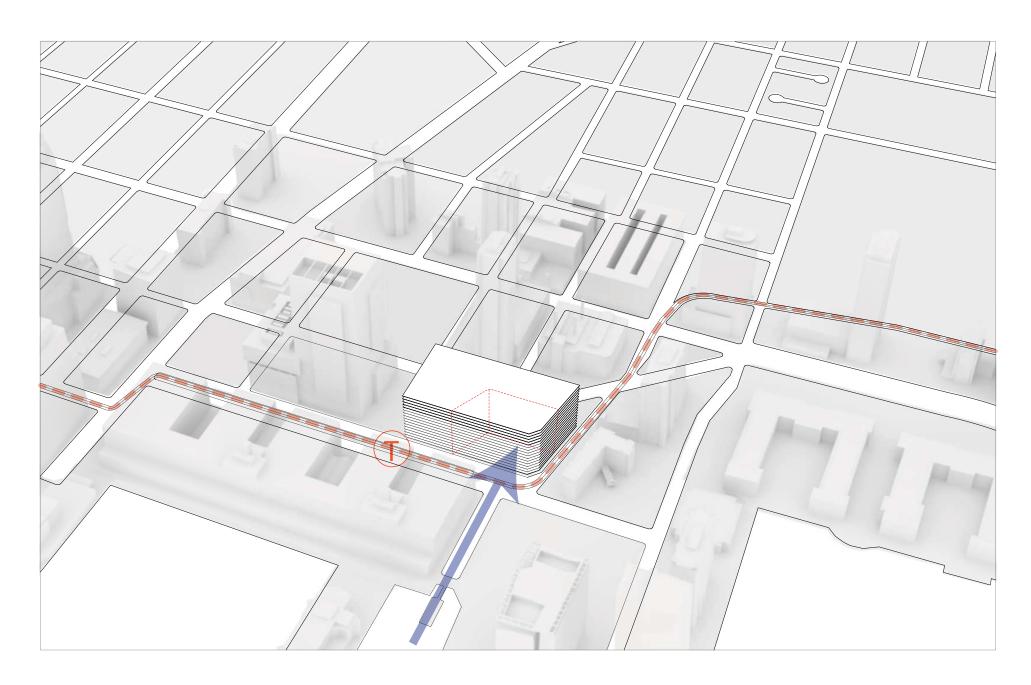




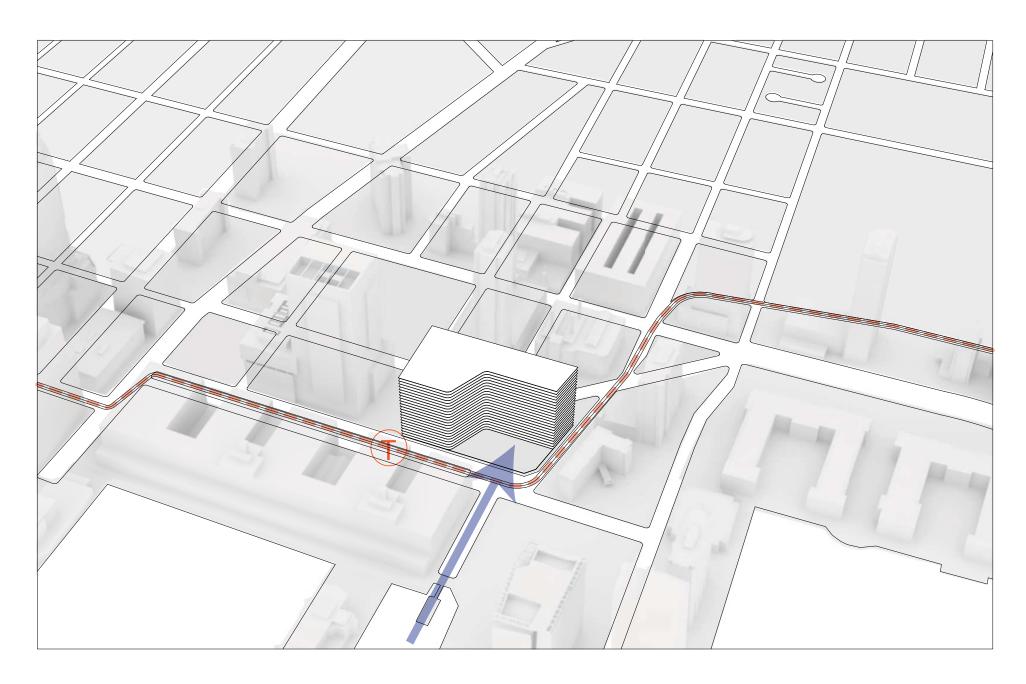
FAR 15 FULL BUILD-OUT



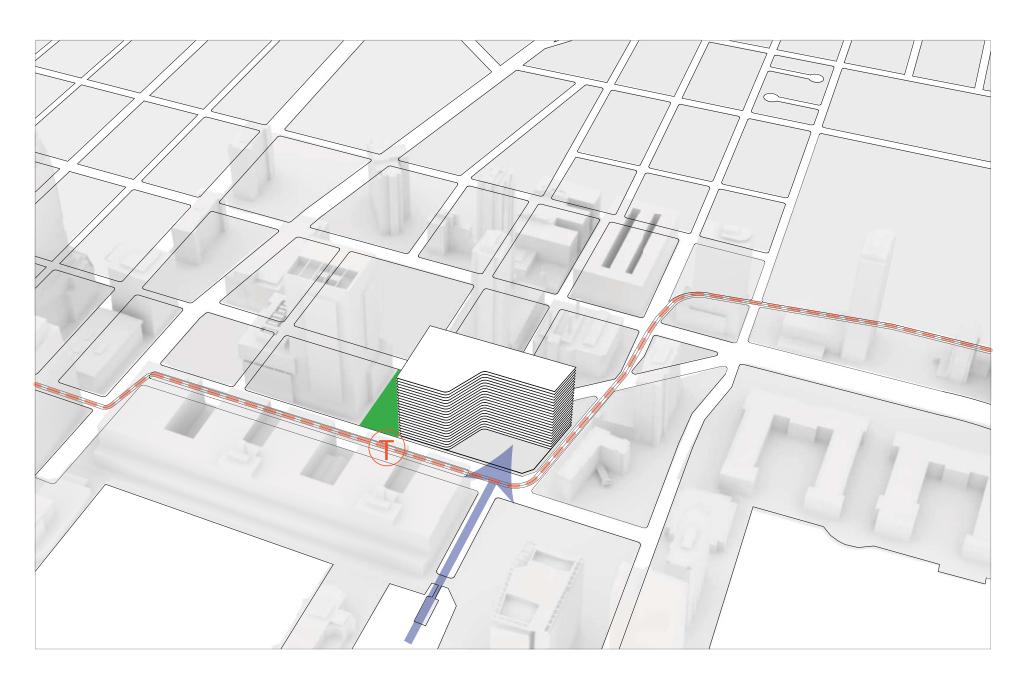
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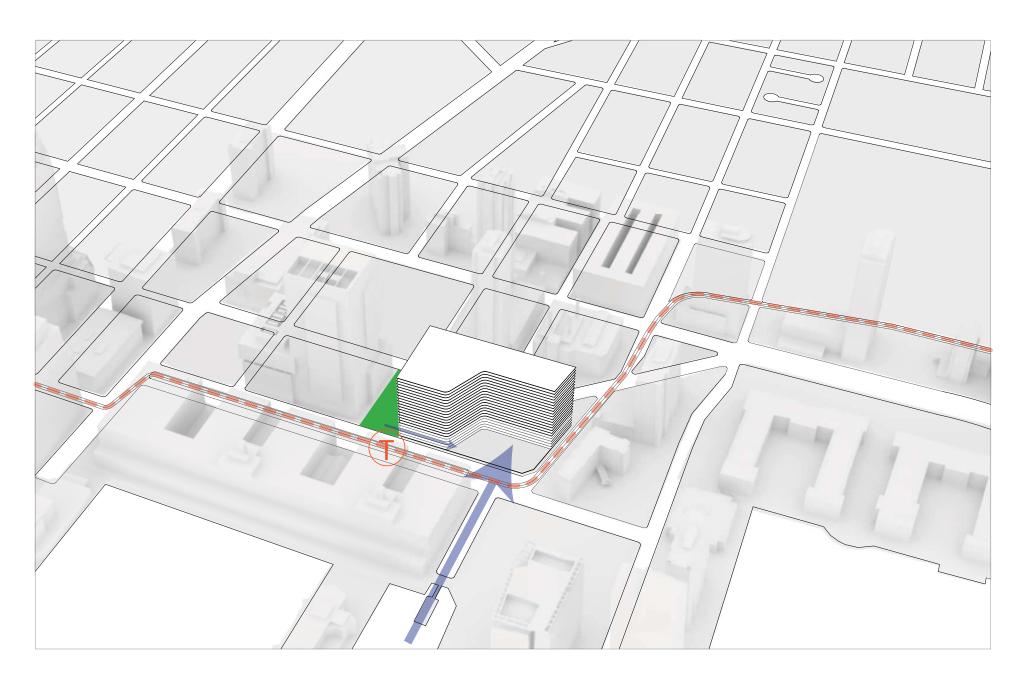
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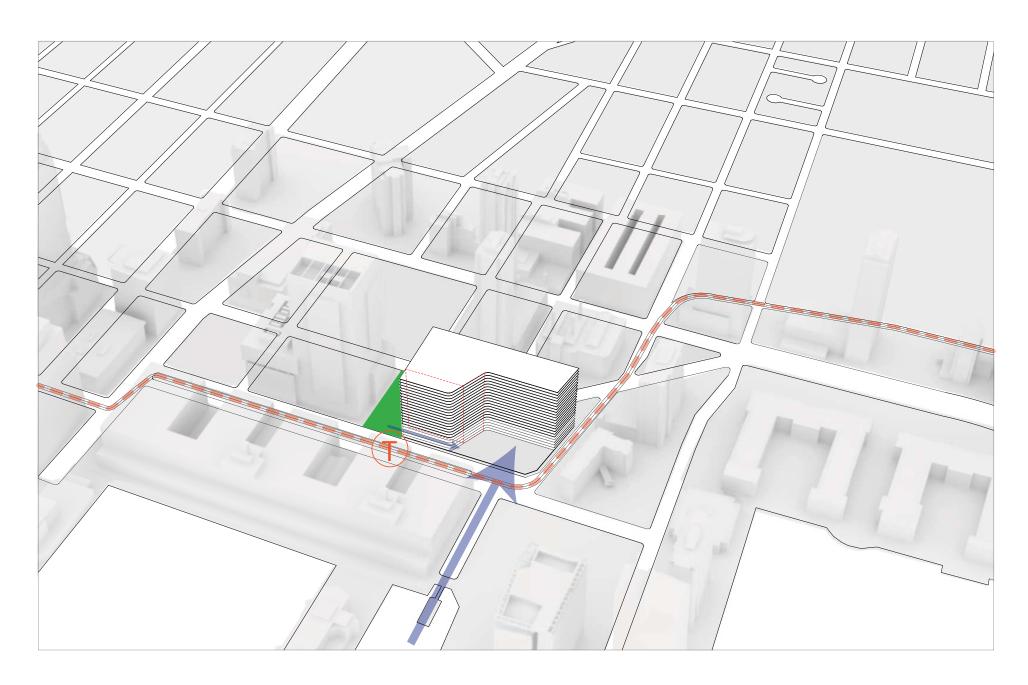
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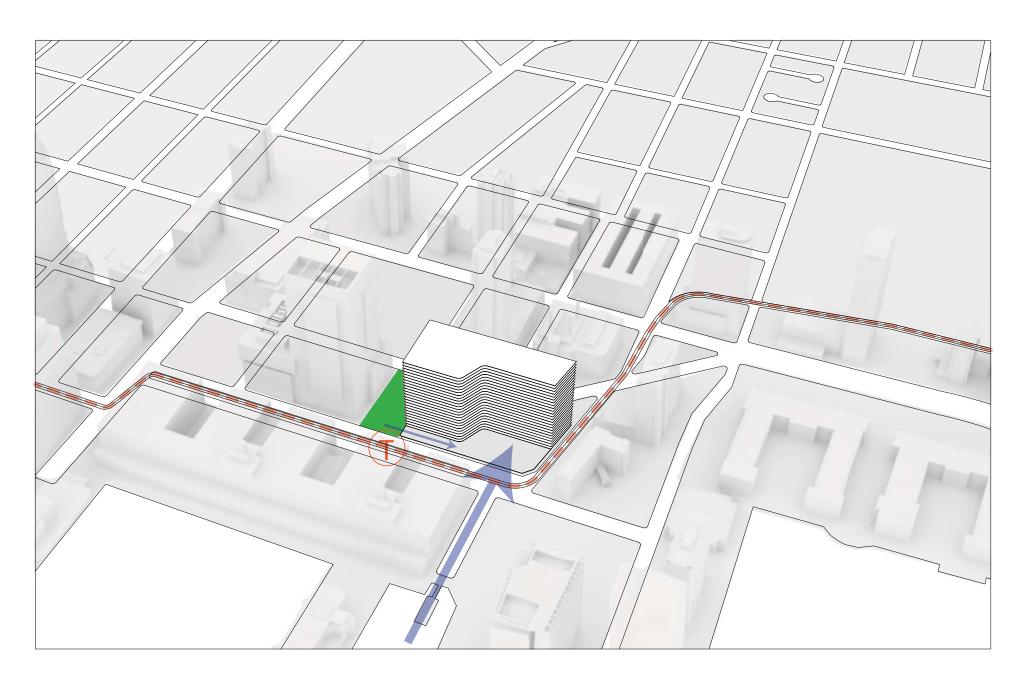
CONNECTION TO EXISTING OPEN SPACE



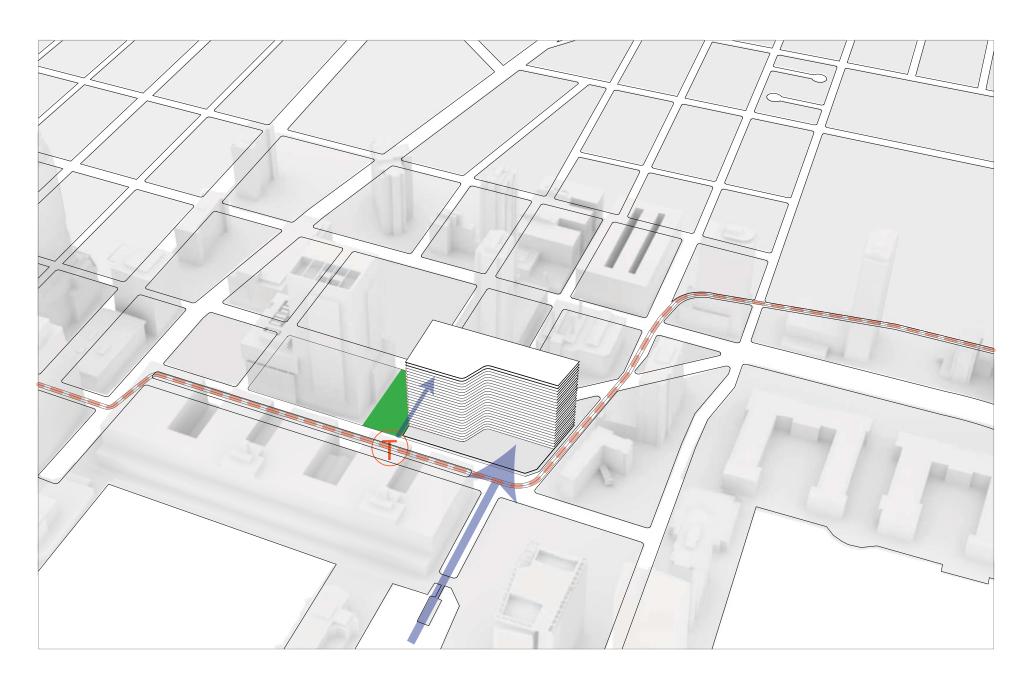
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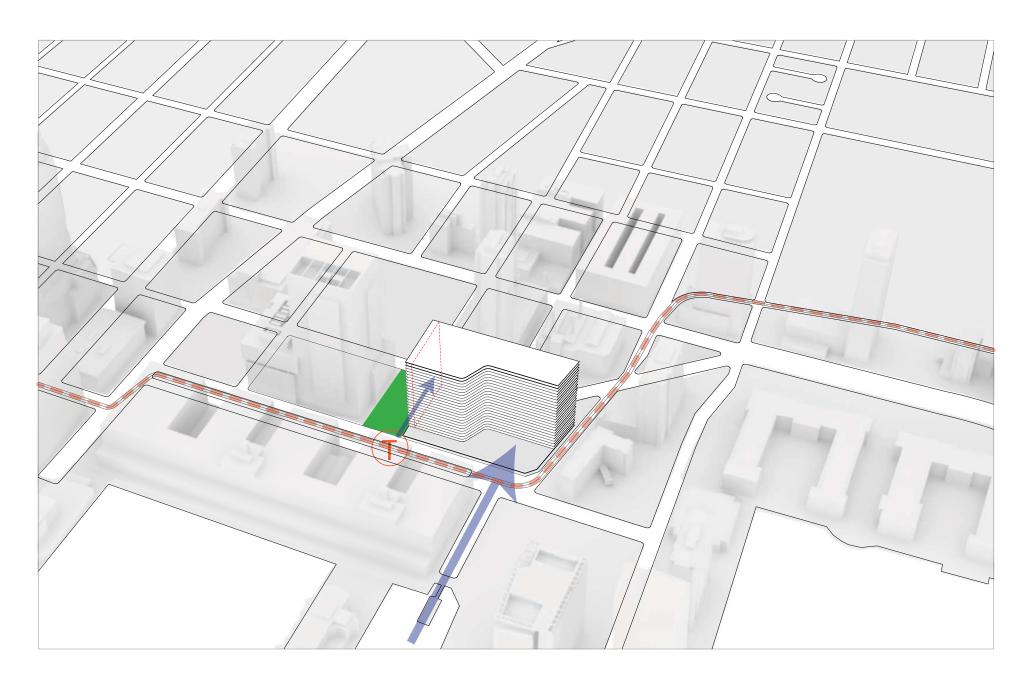
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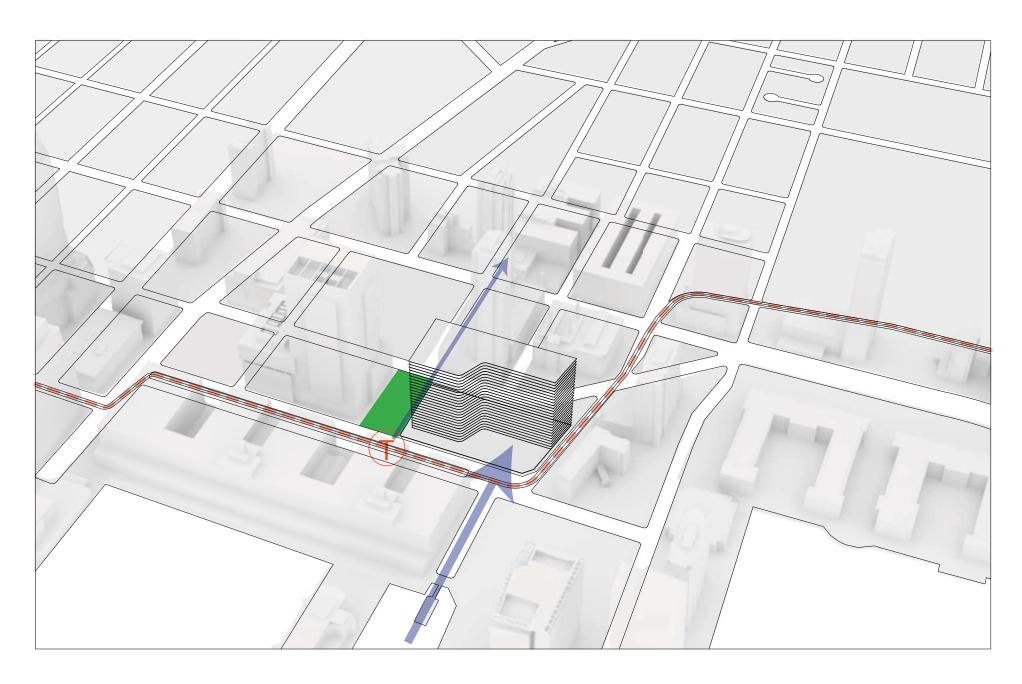
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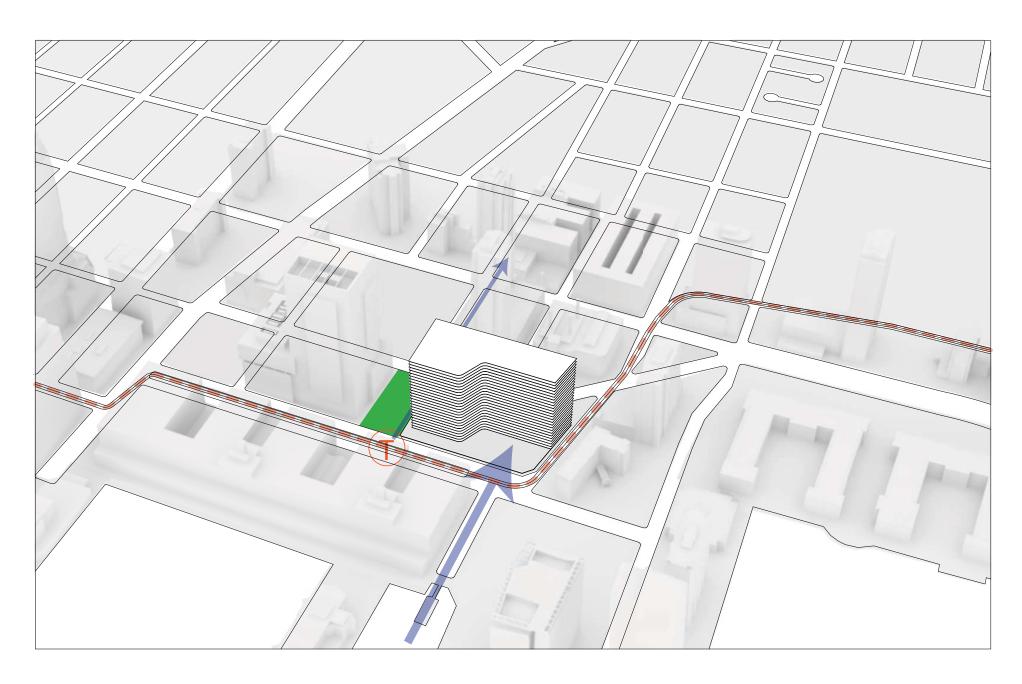
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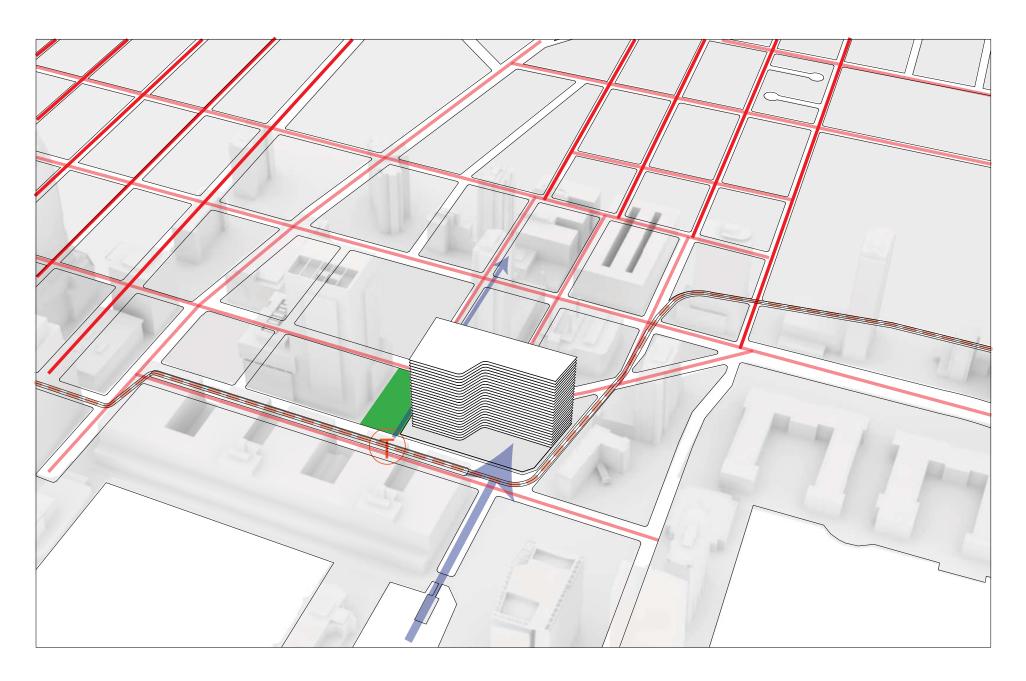
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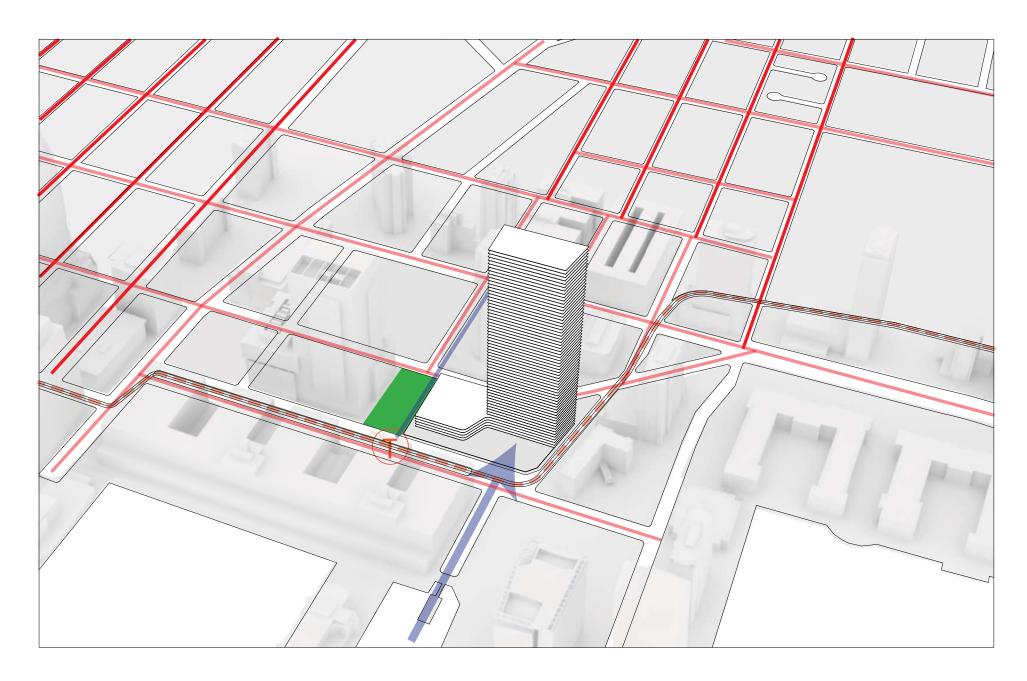
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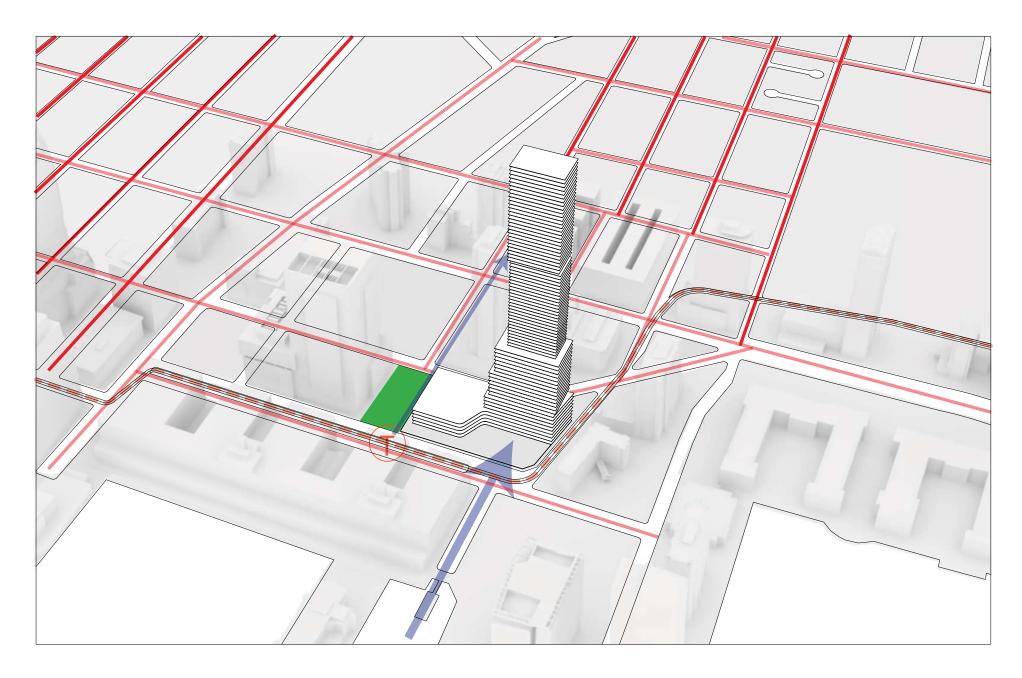
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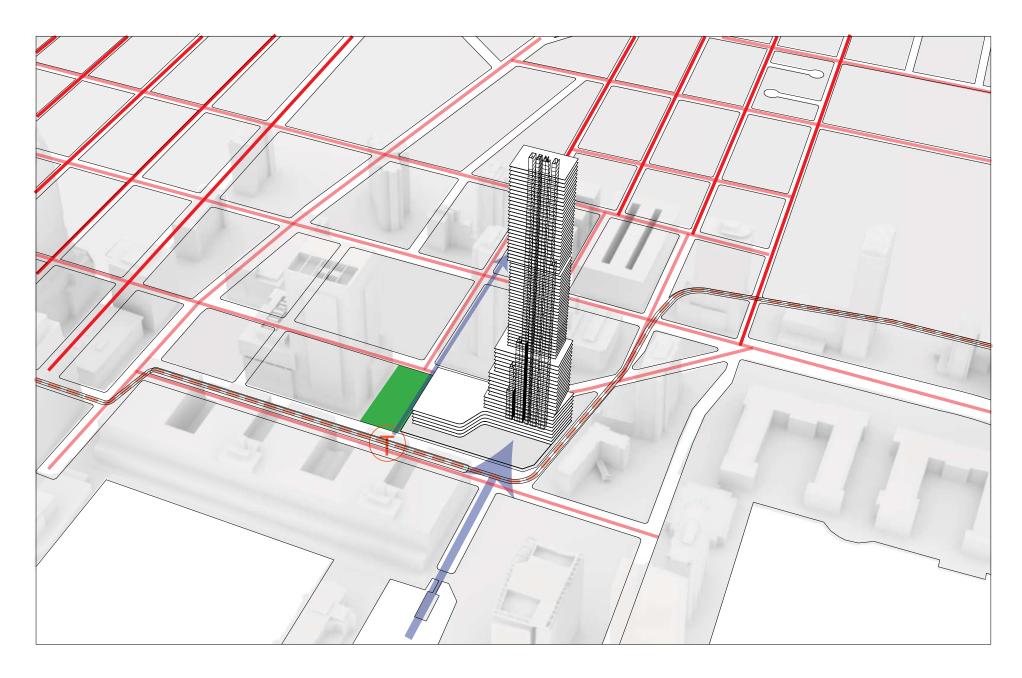


Connection to Existing Pedestrian Realm

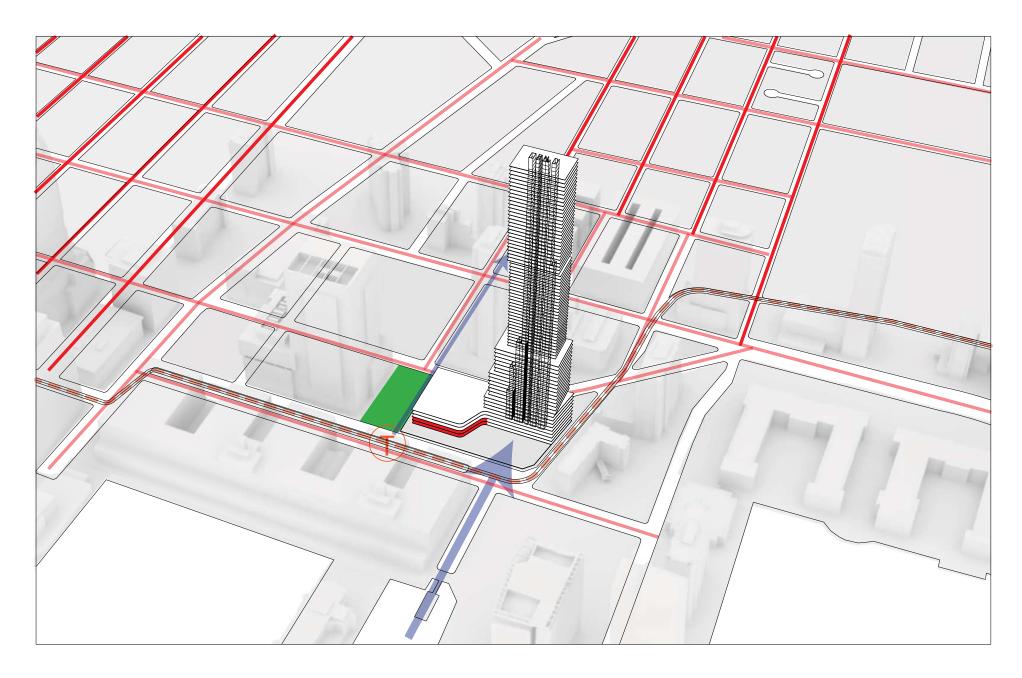


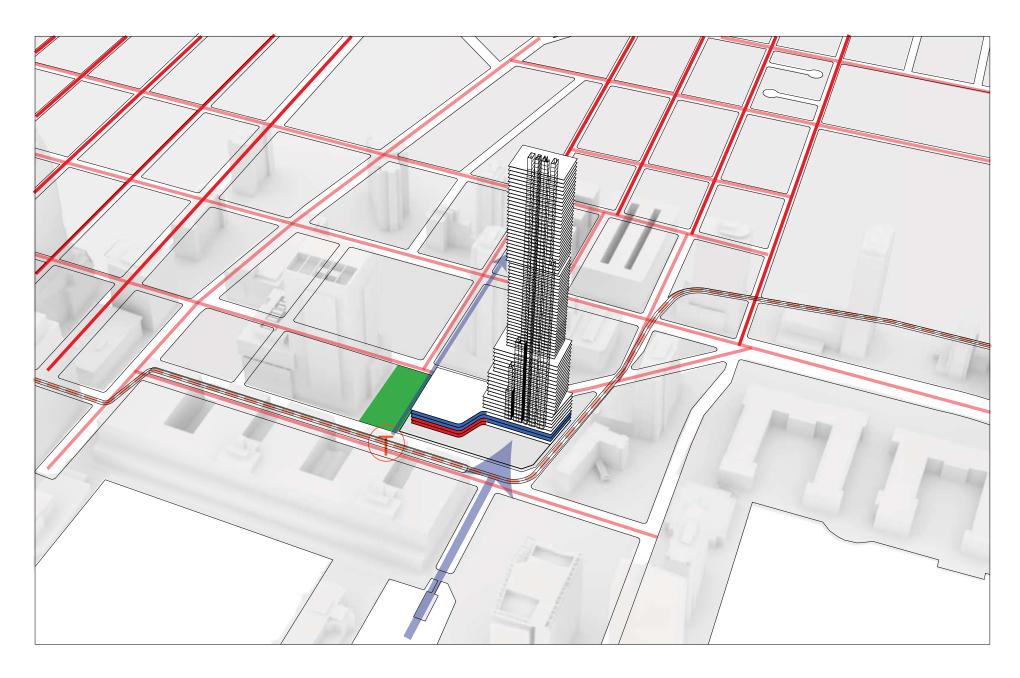
Connection to Existing Pedestrian Realm



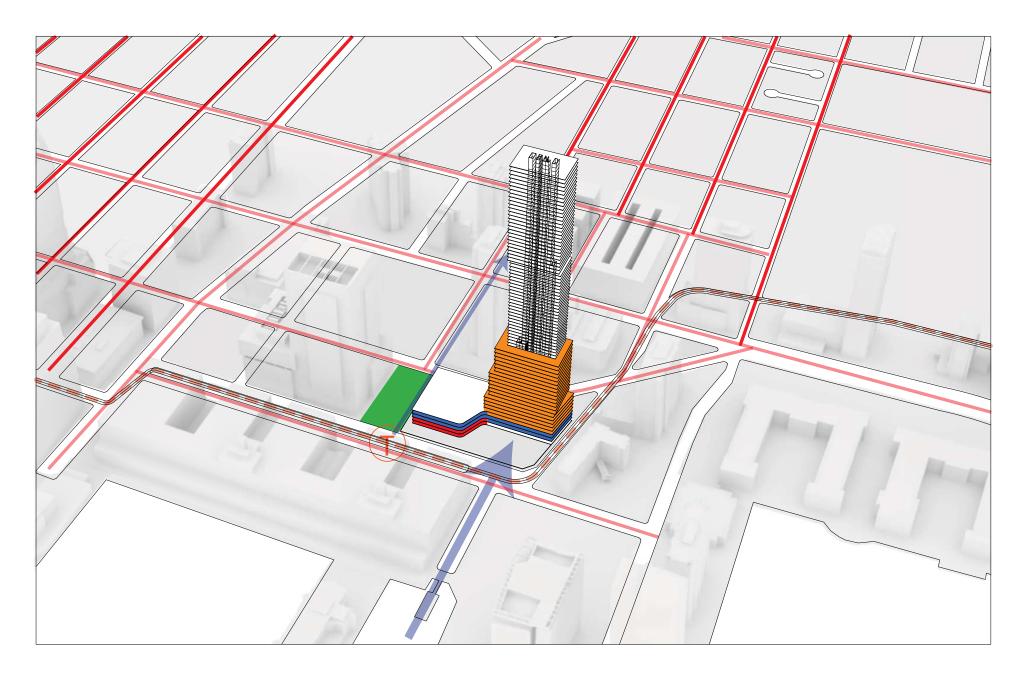


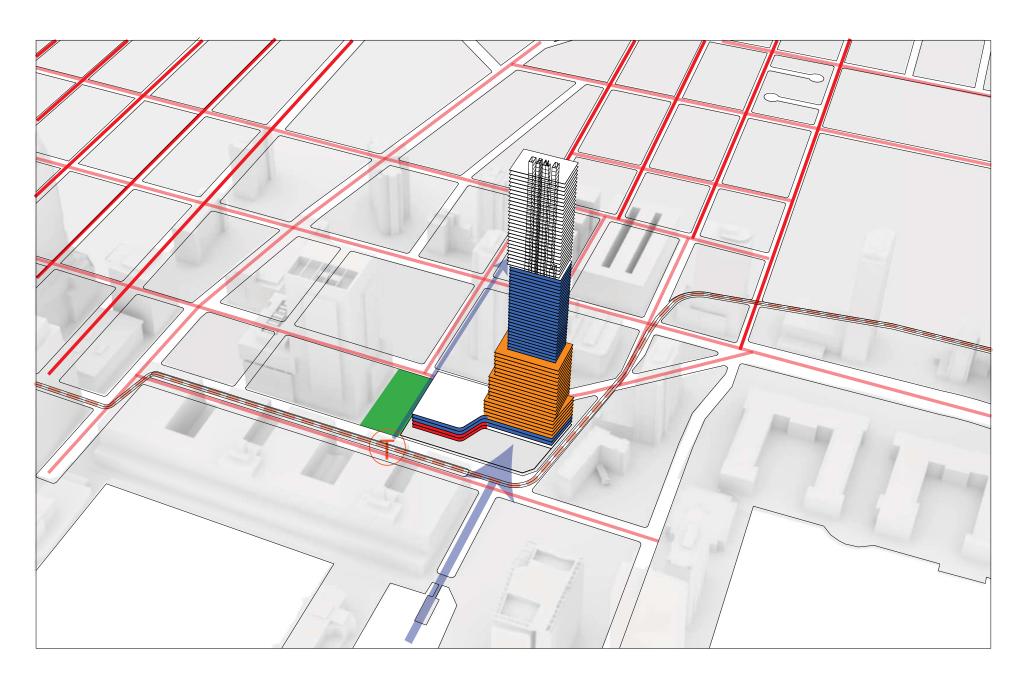
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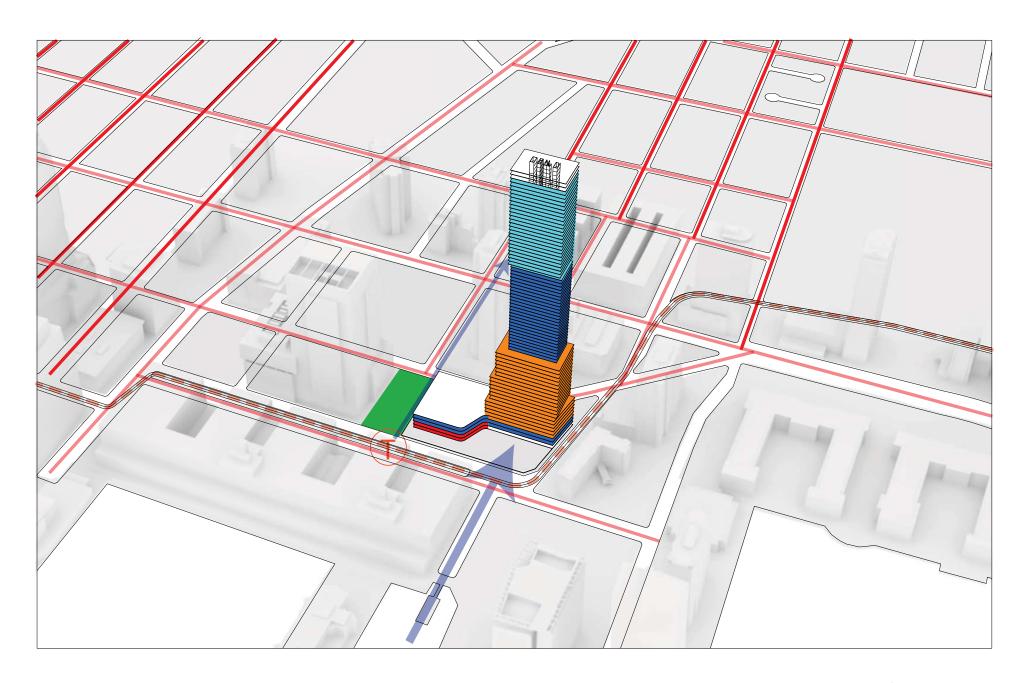


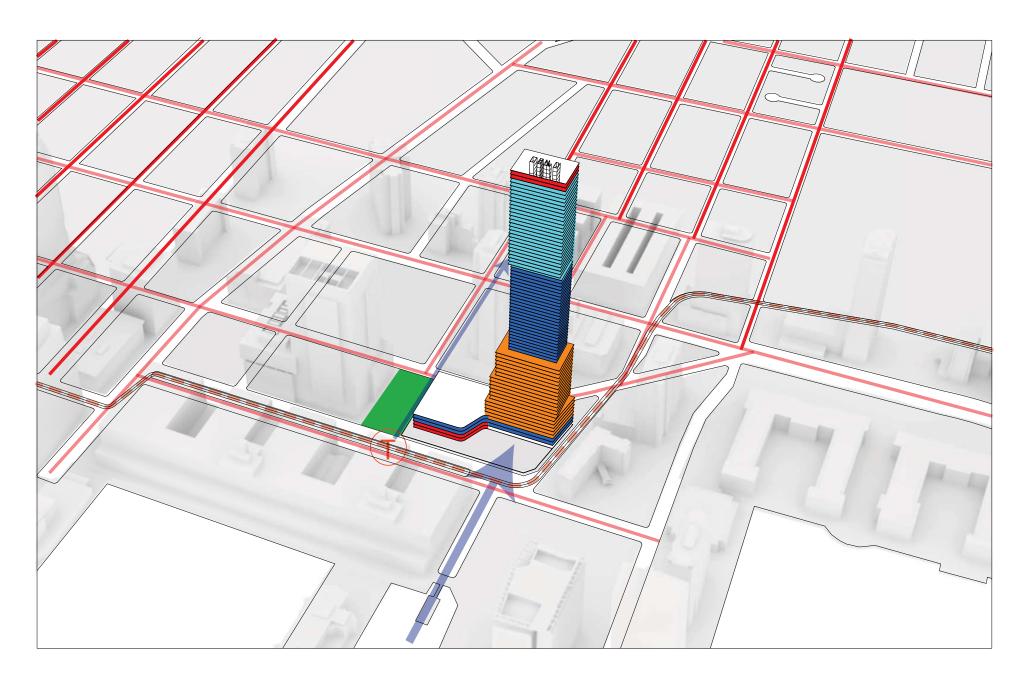


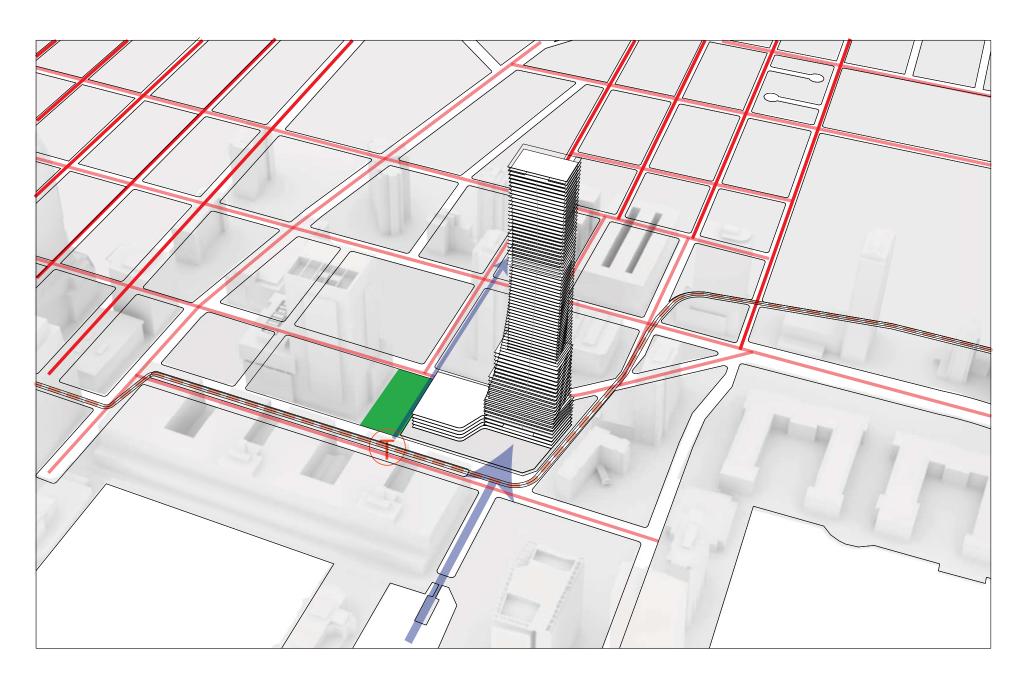
HOTEL BALLROOM AND AMENITIES

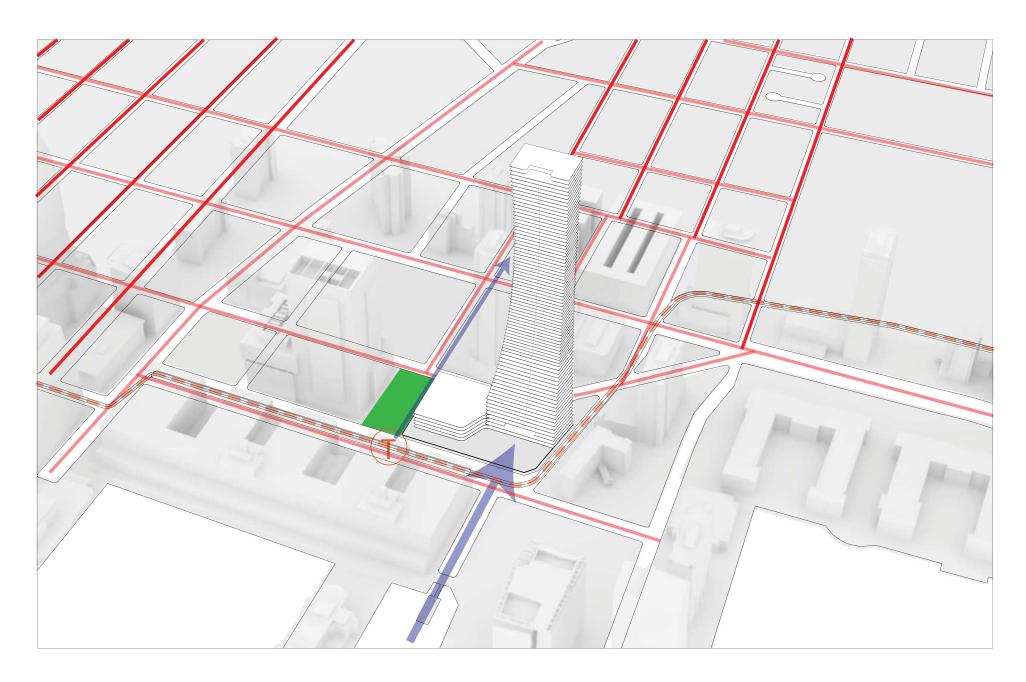


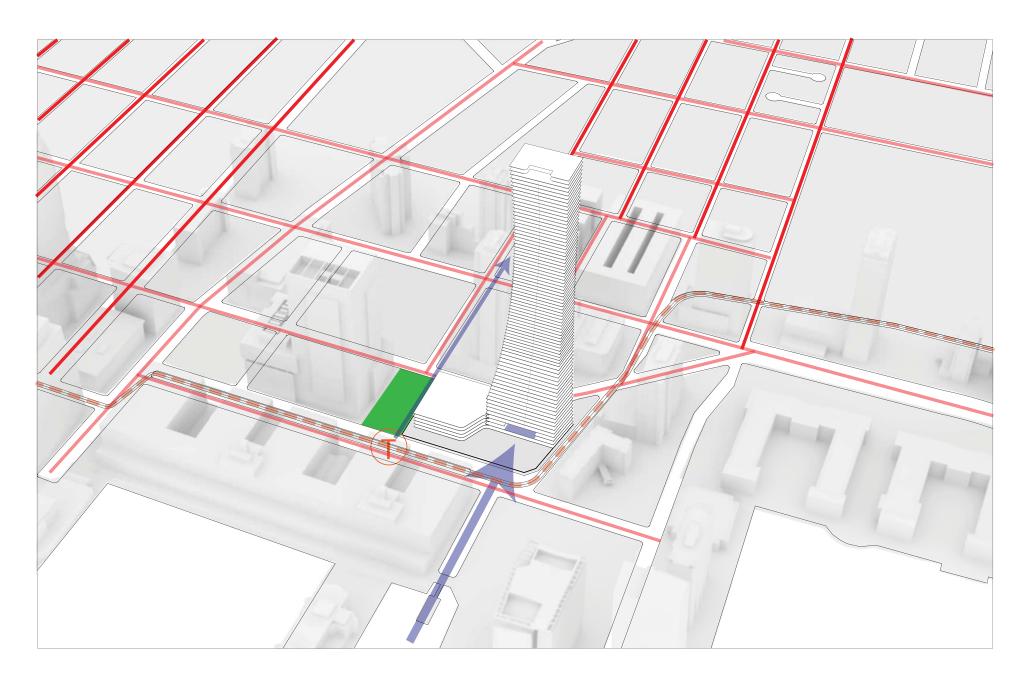


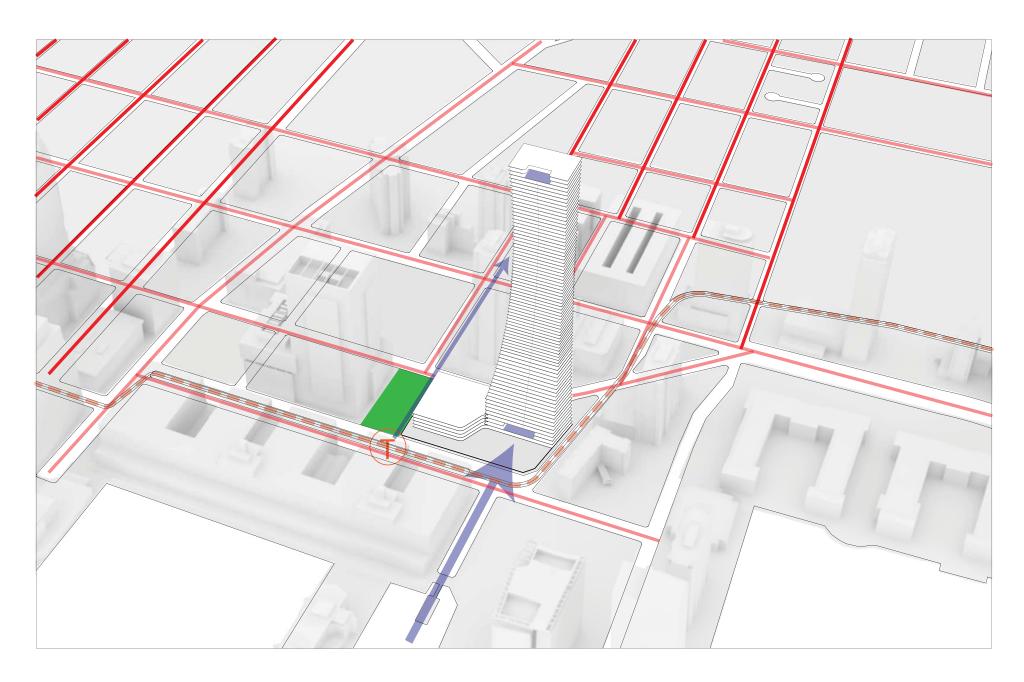


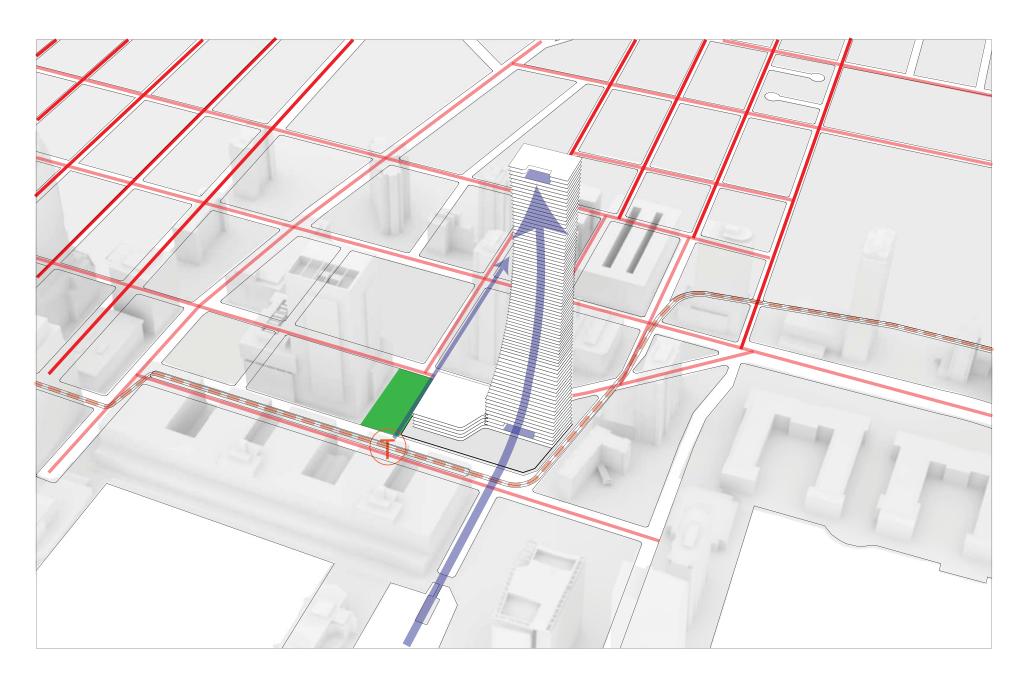


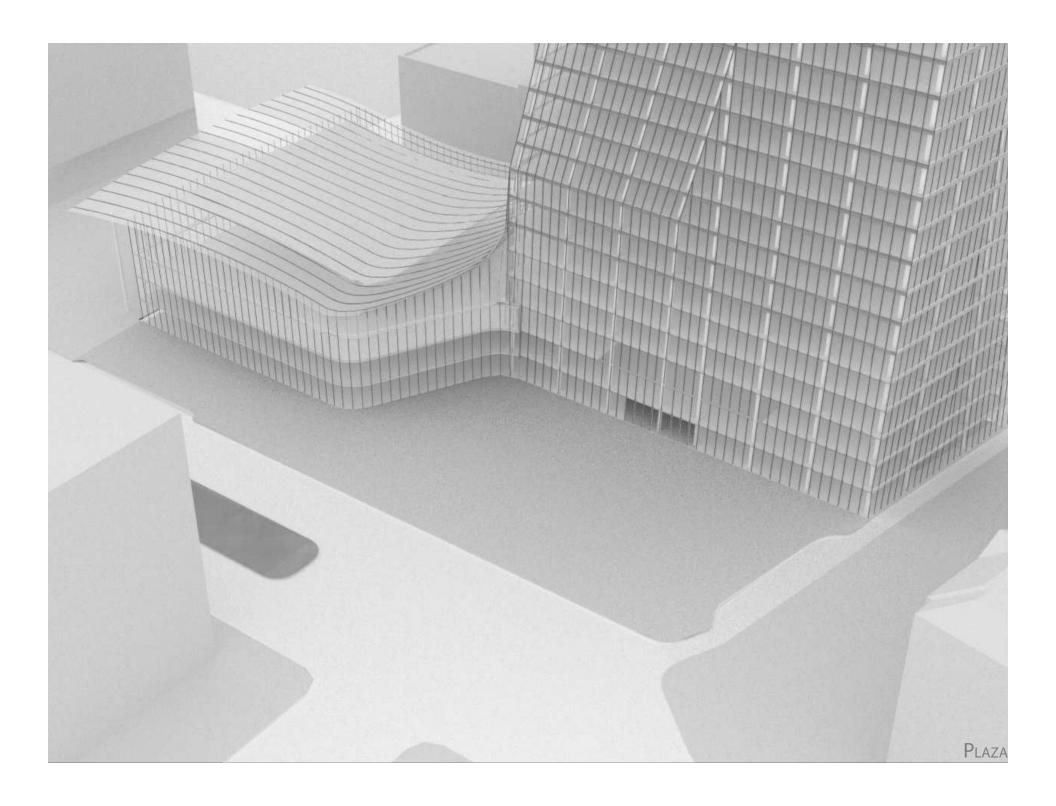


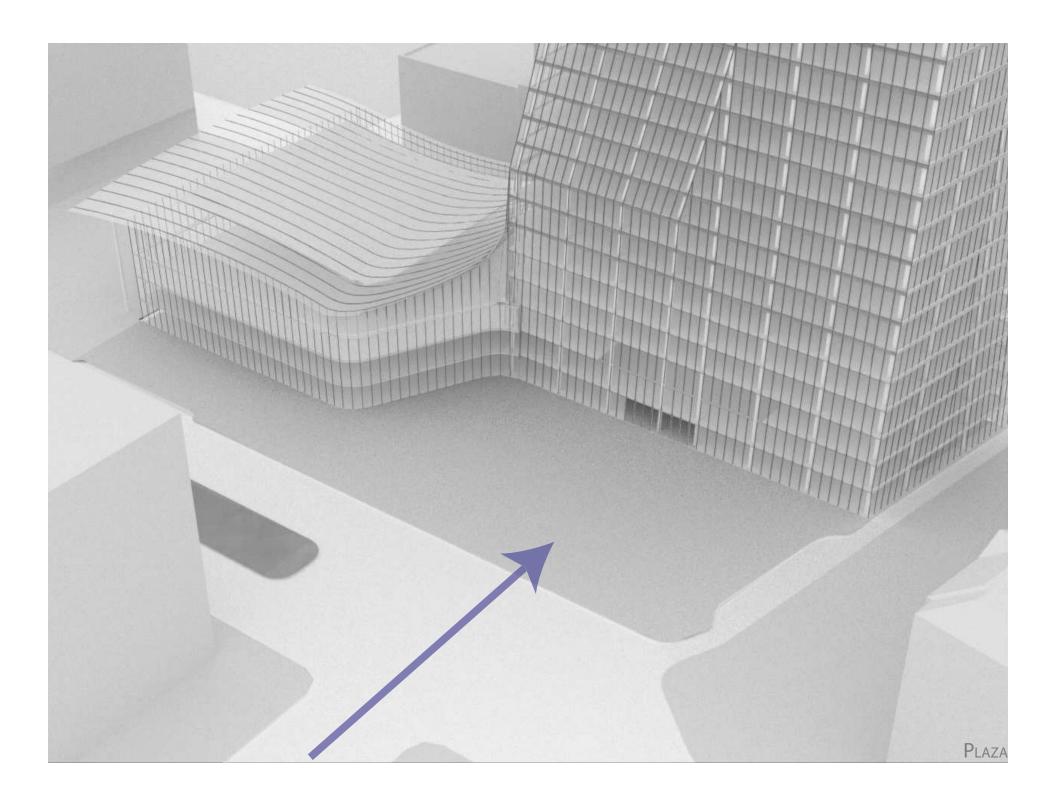


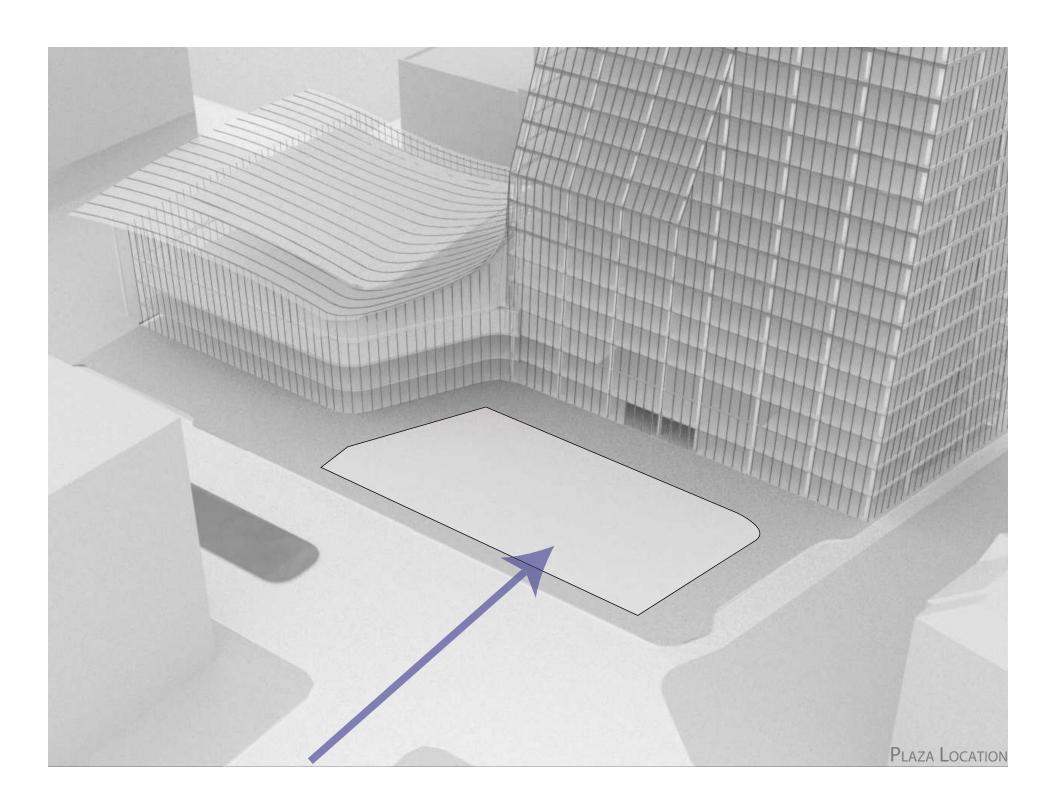


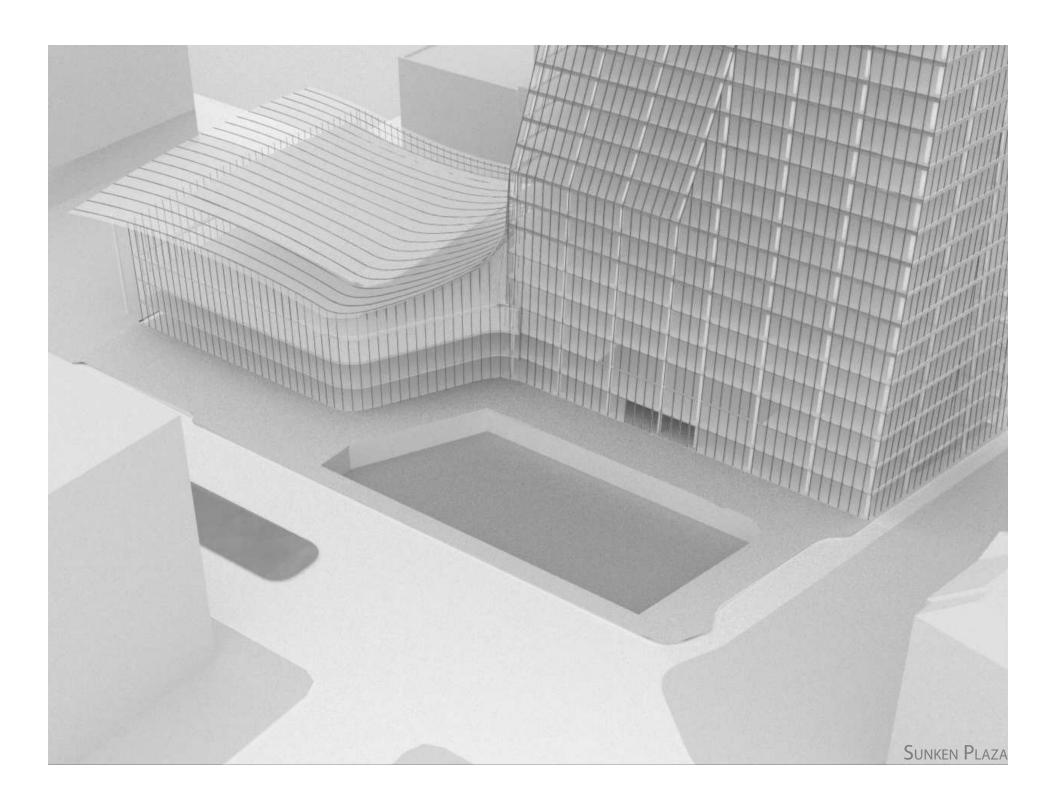


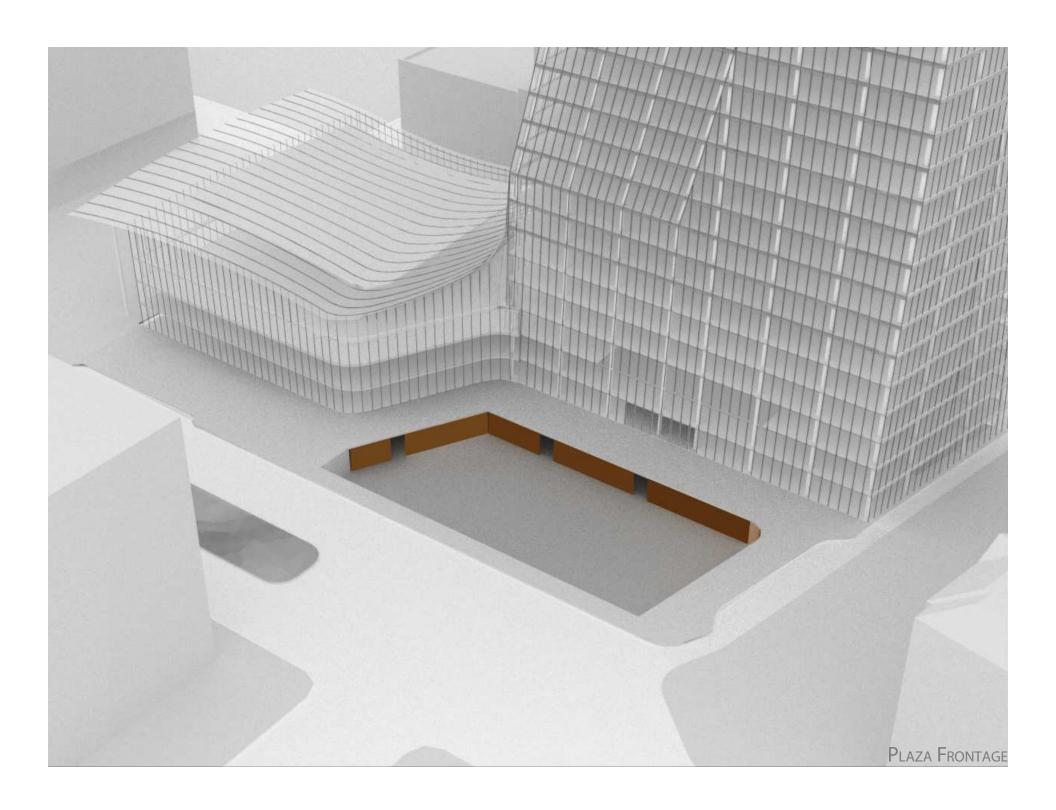


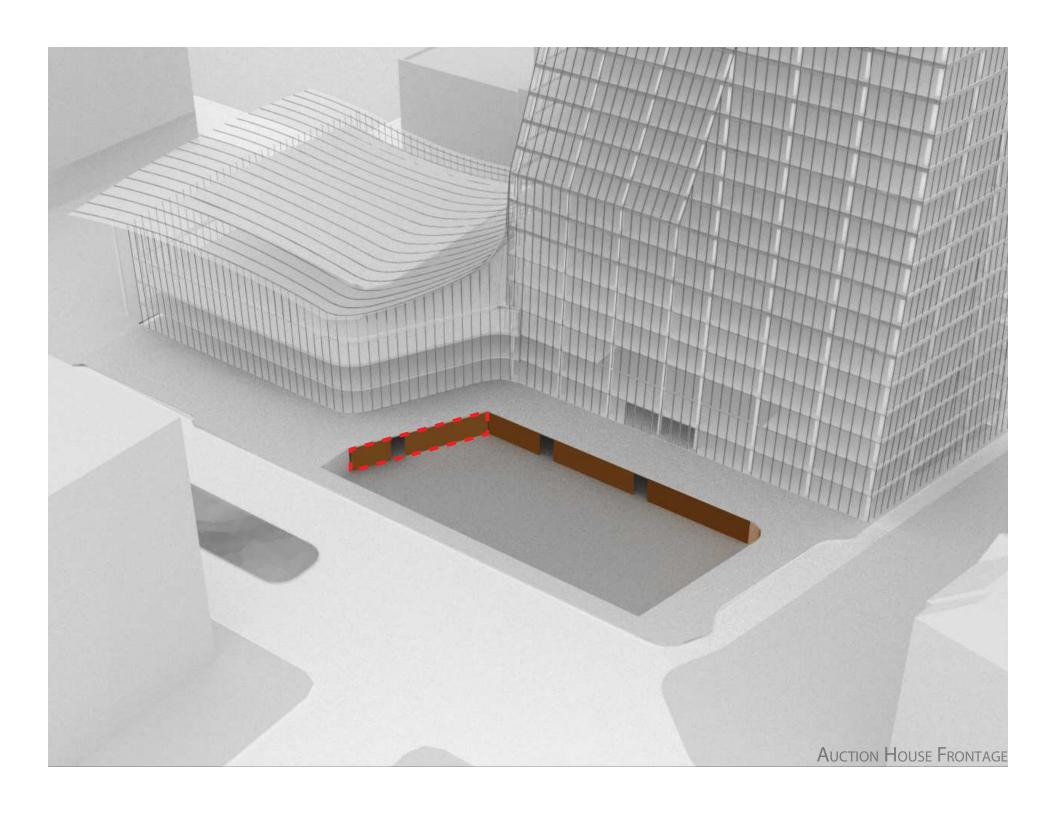


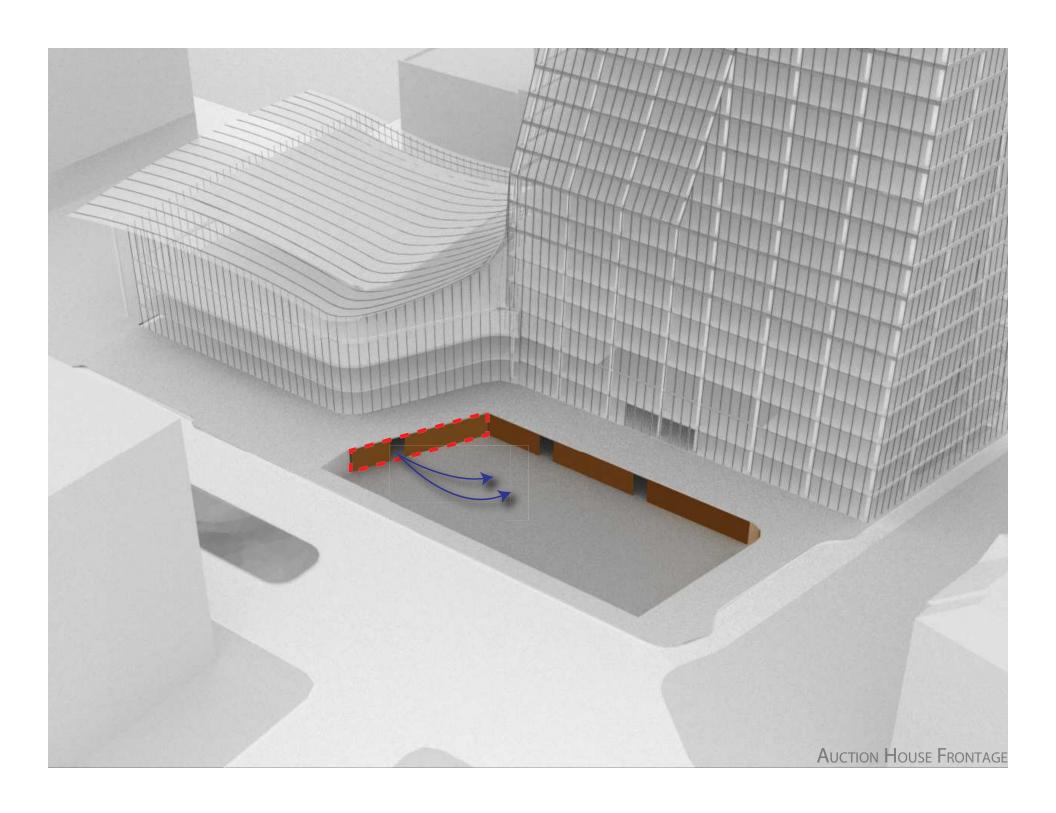


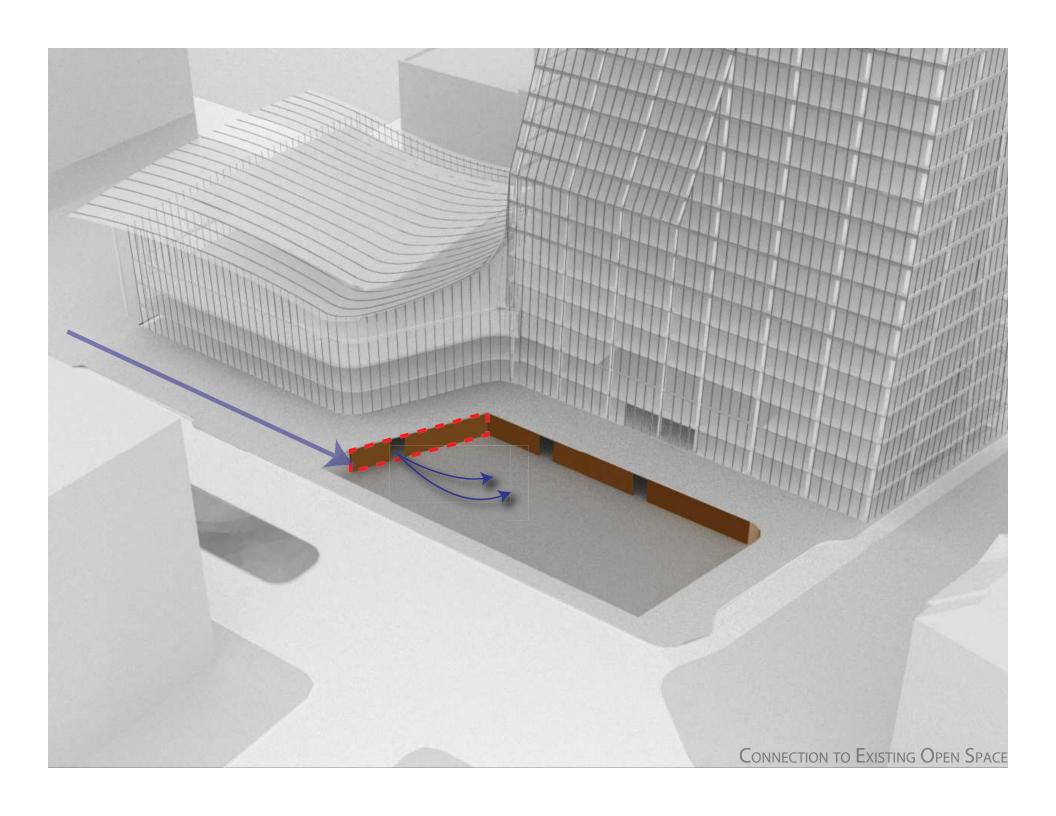


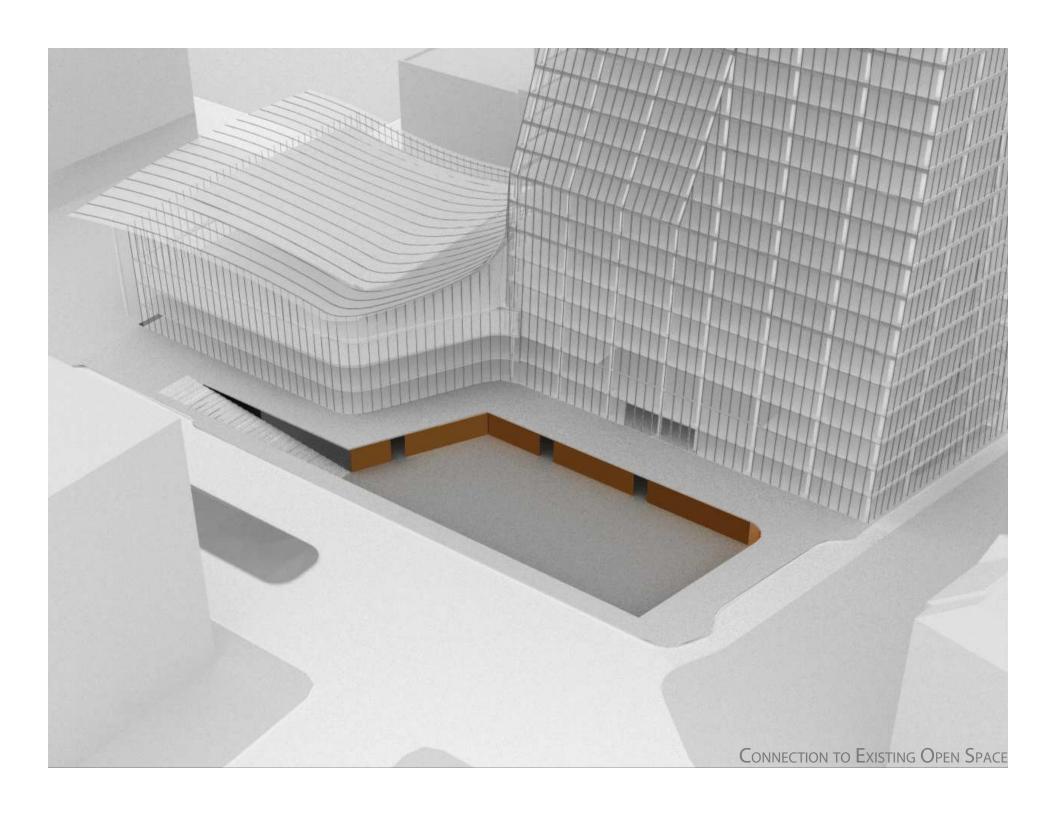


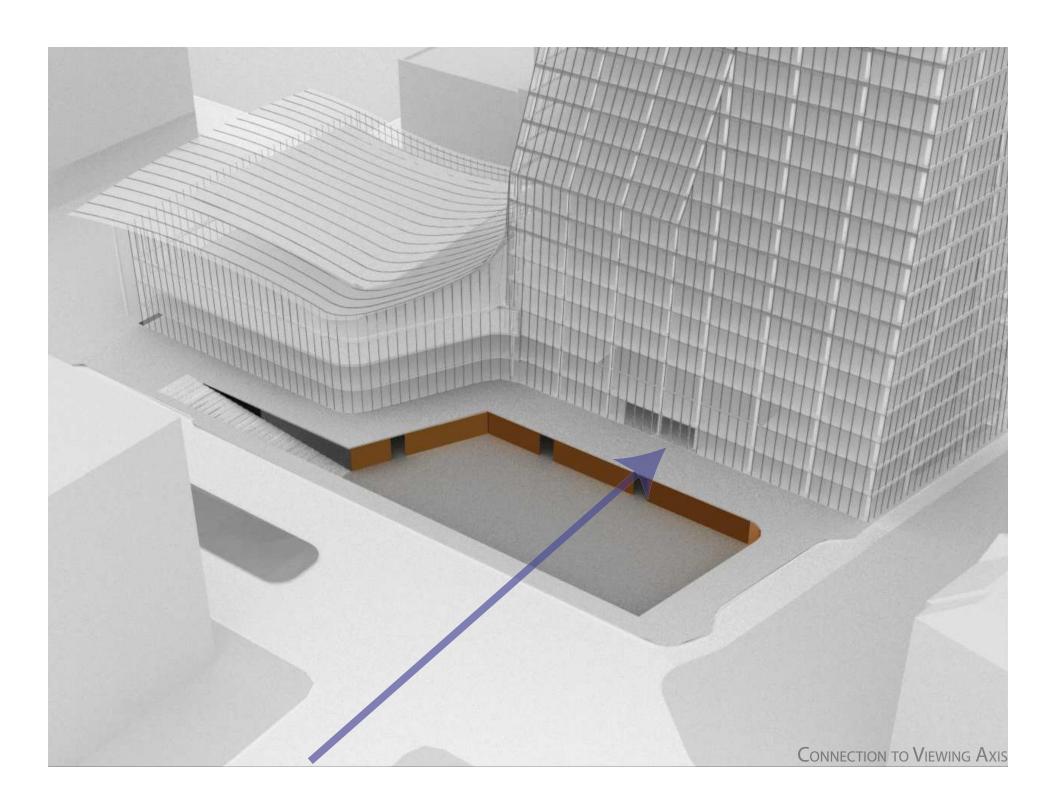


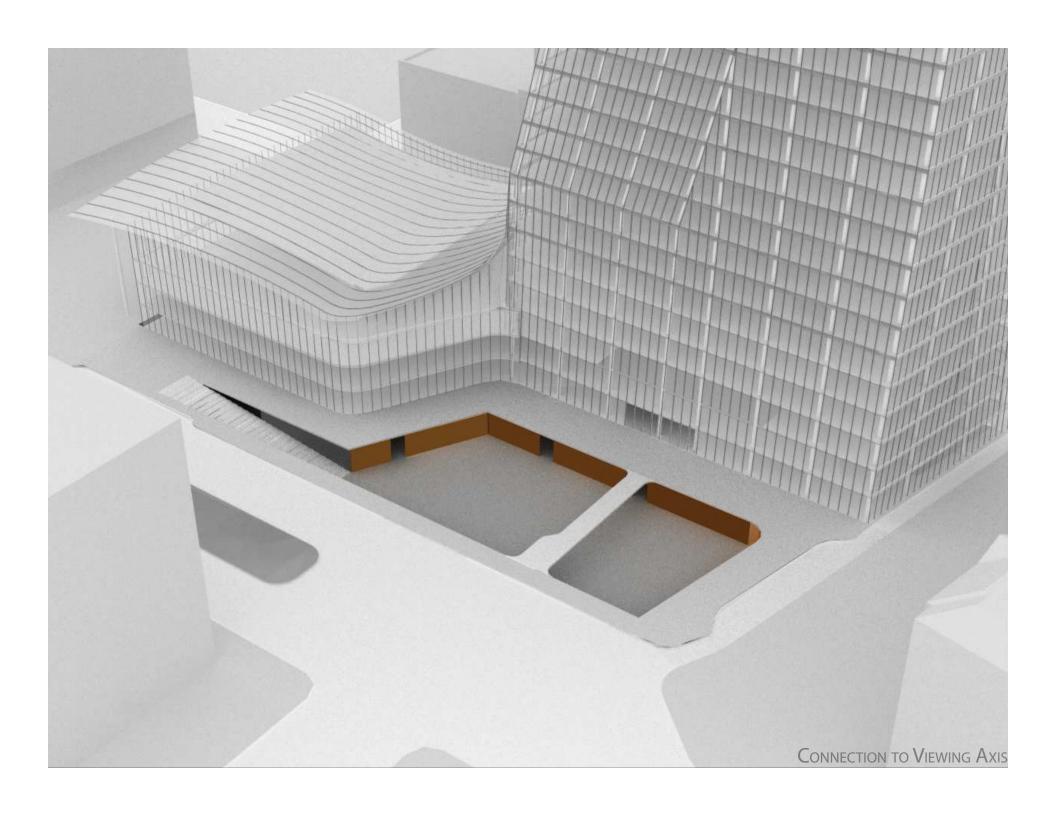


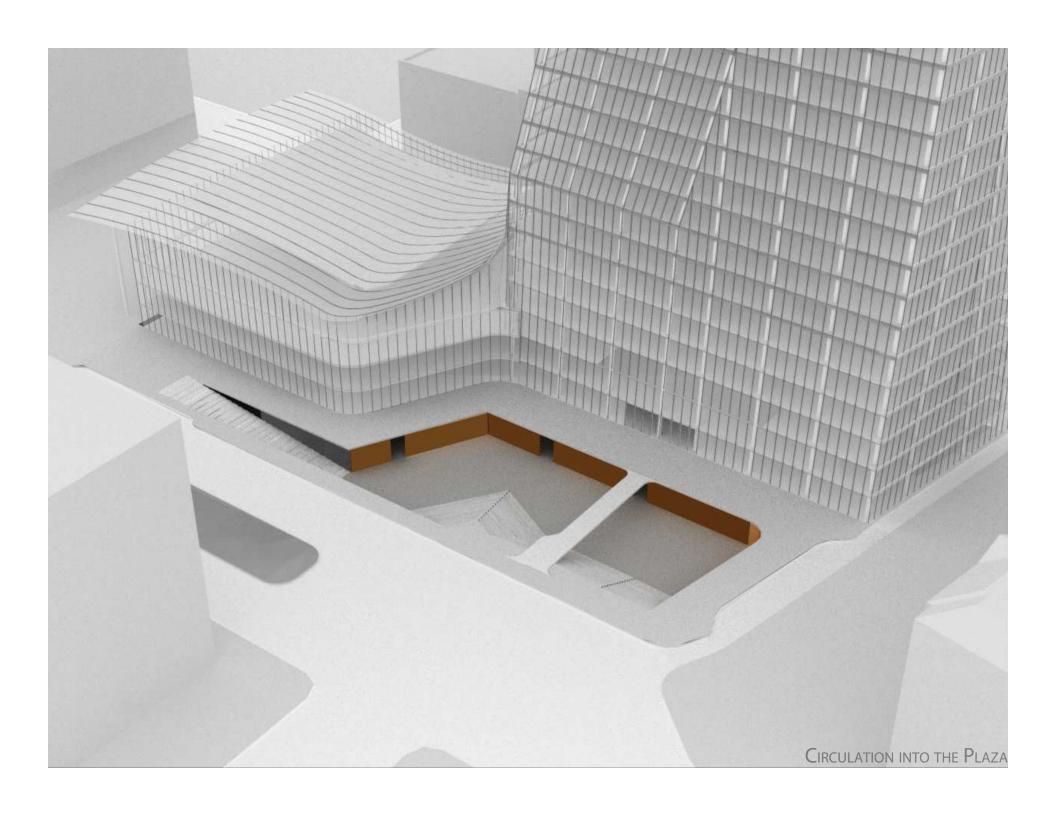


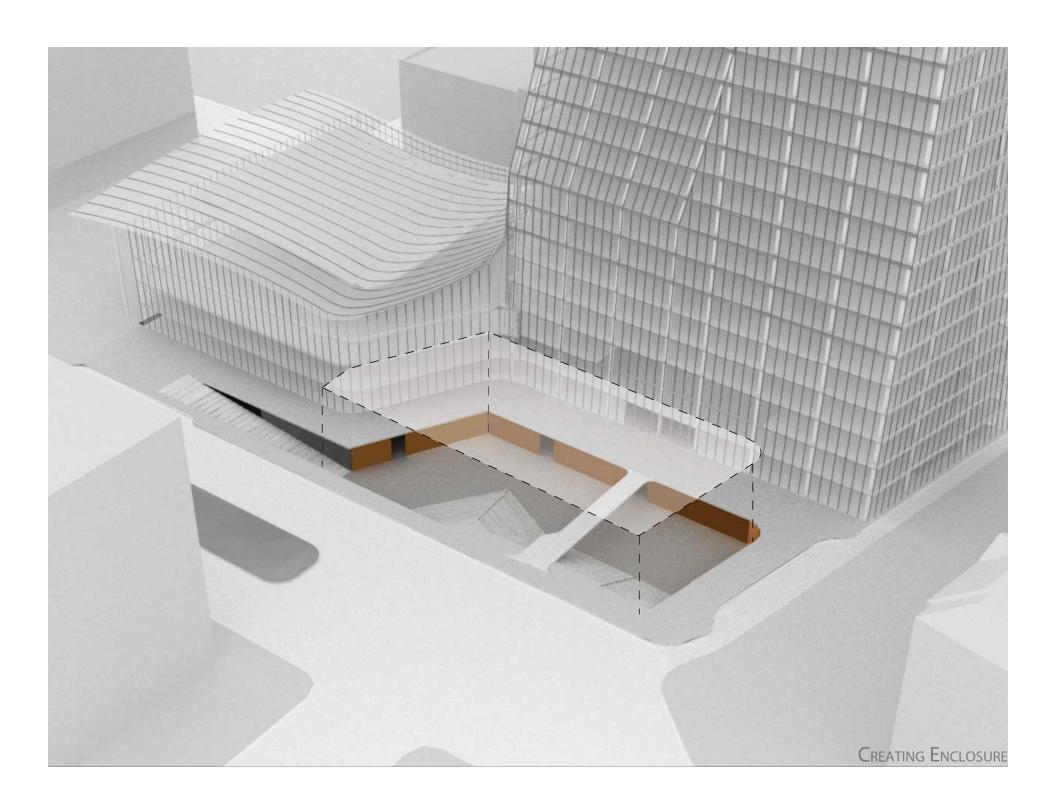


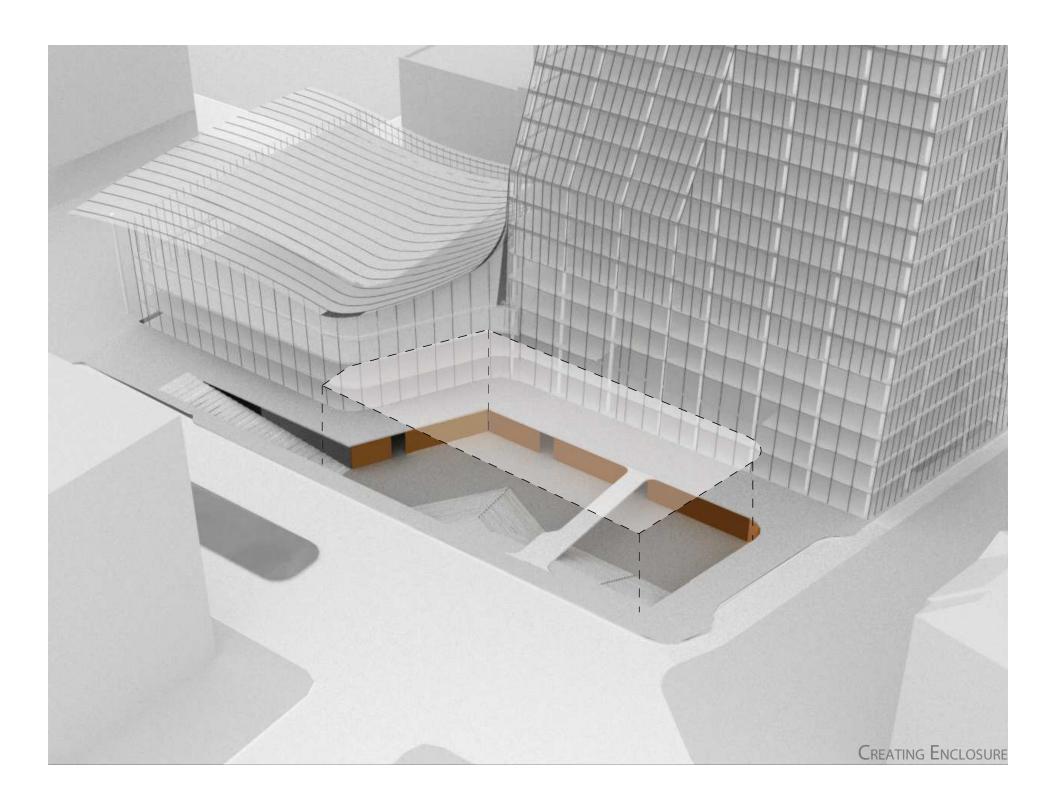


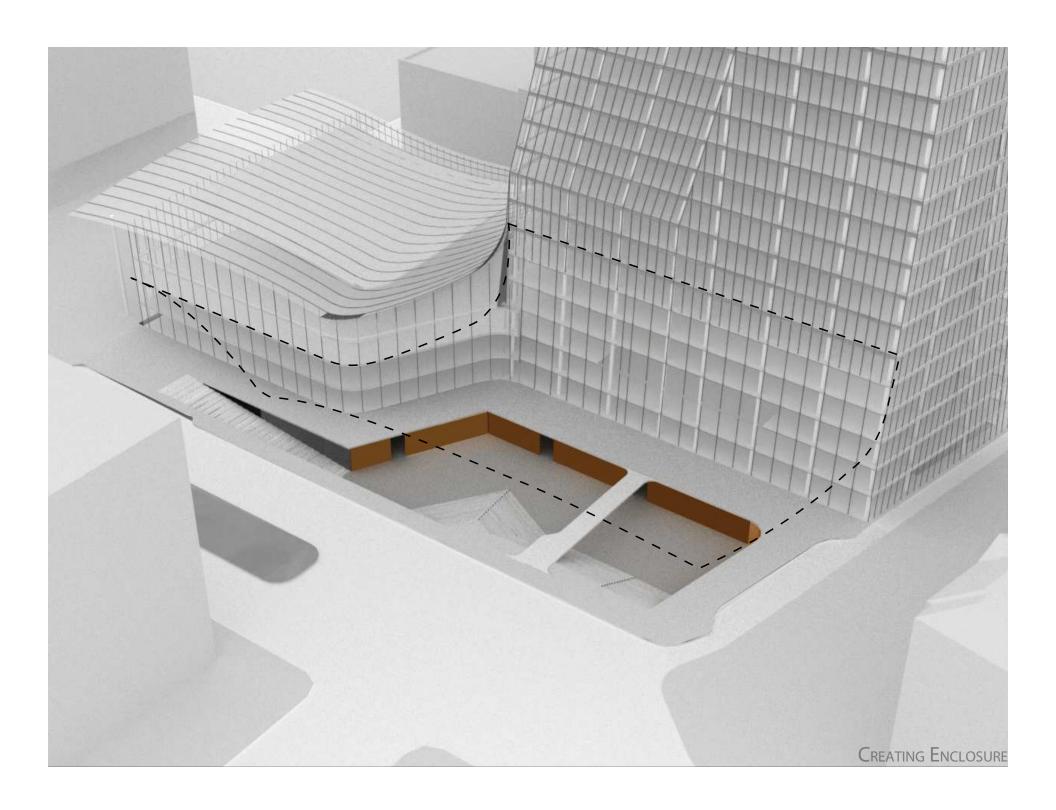


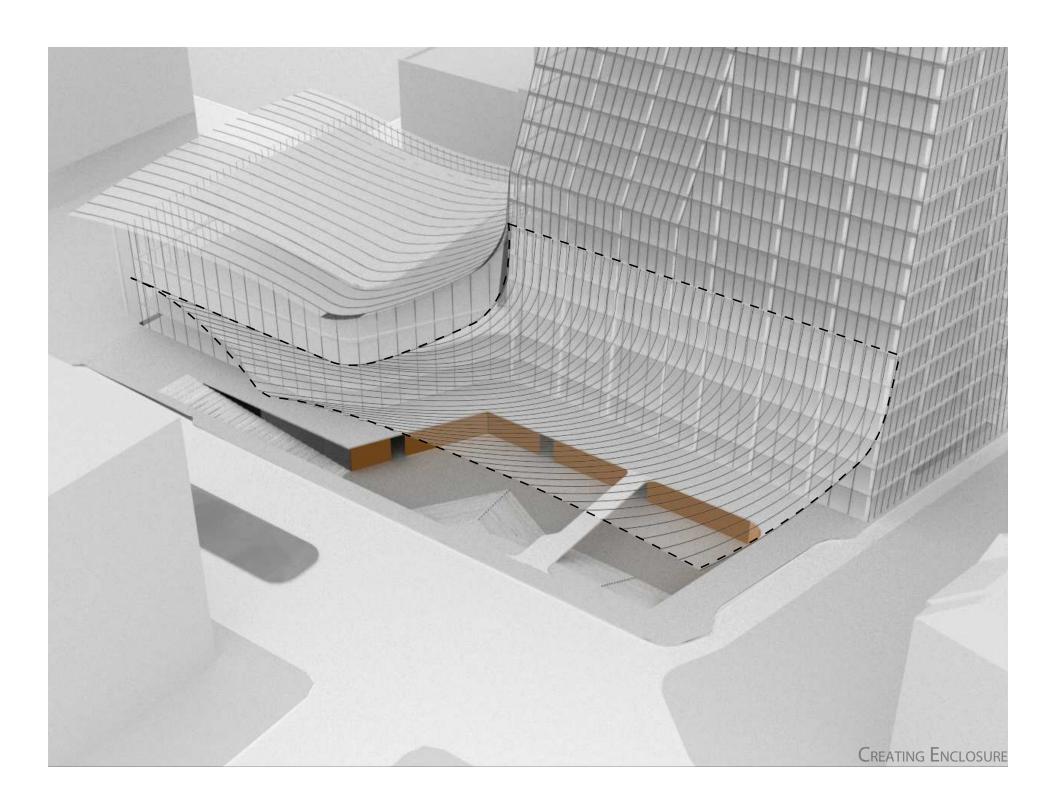


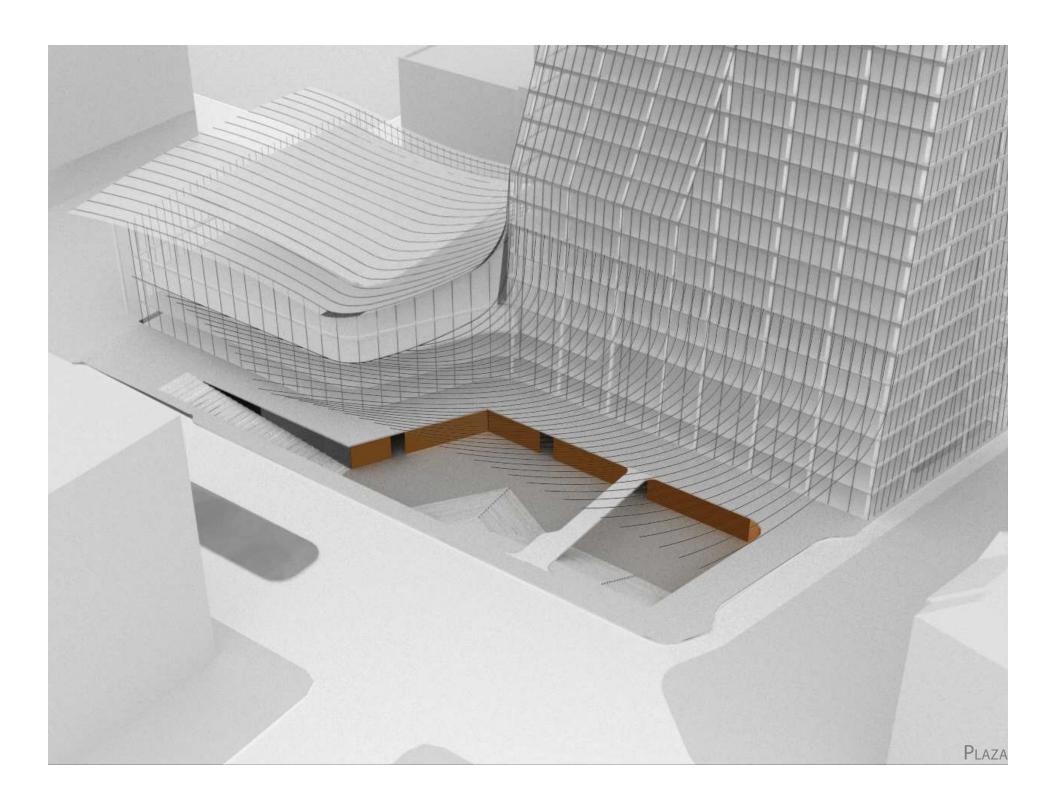






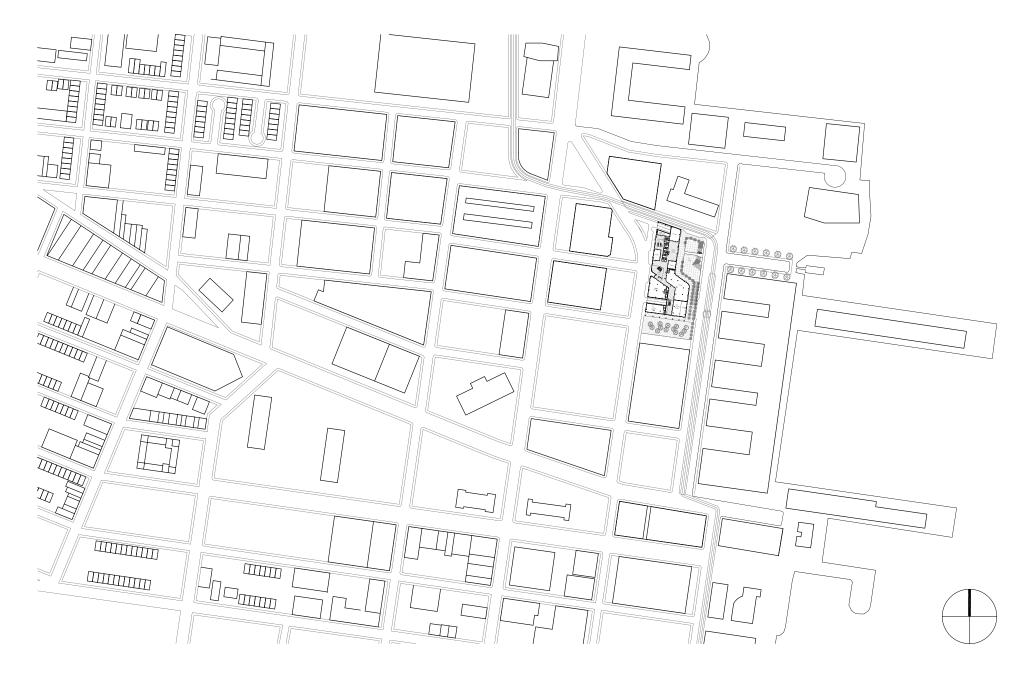


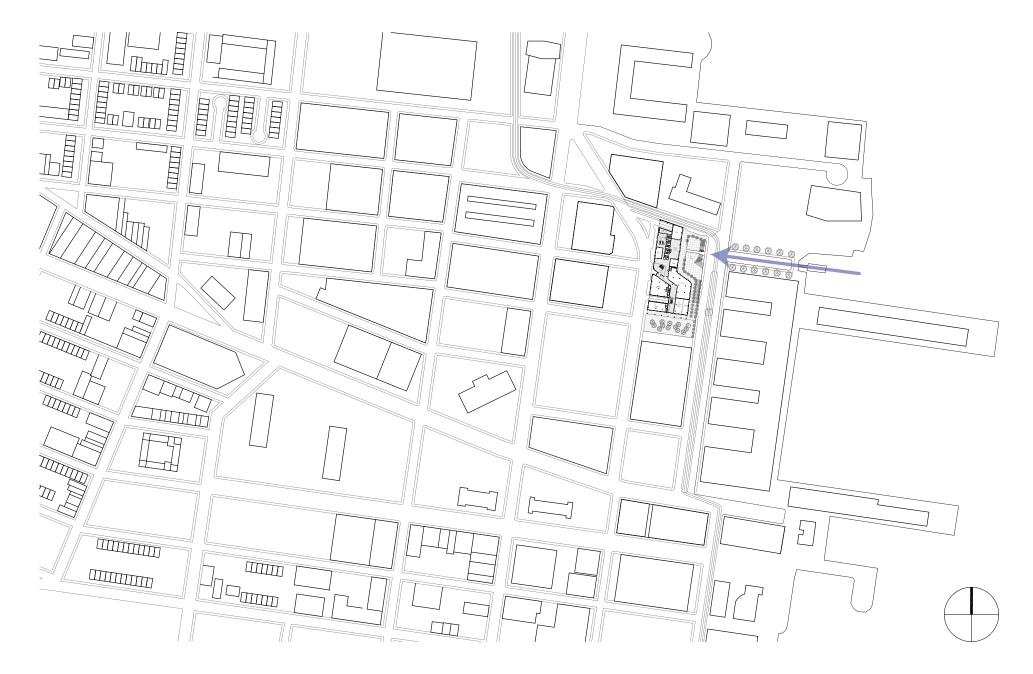


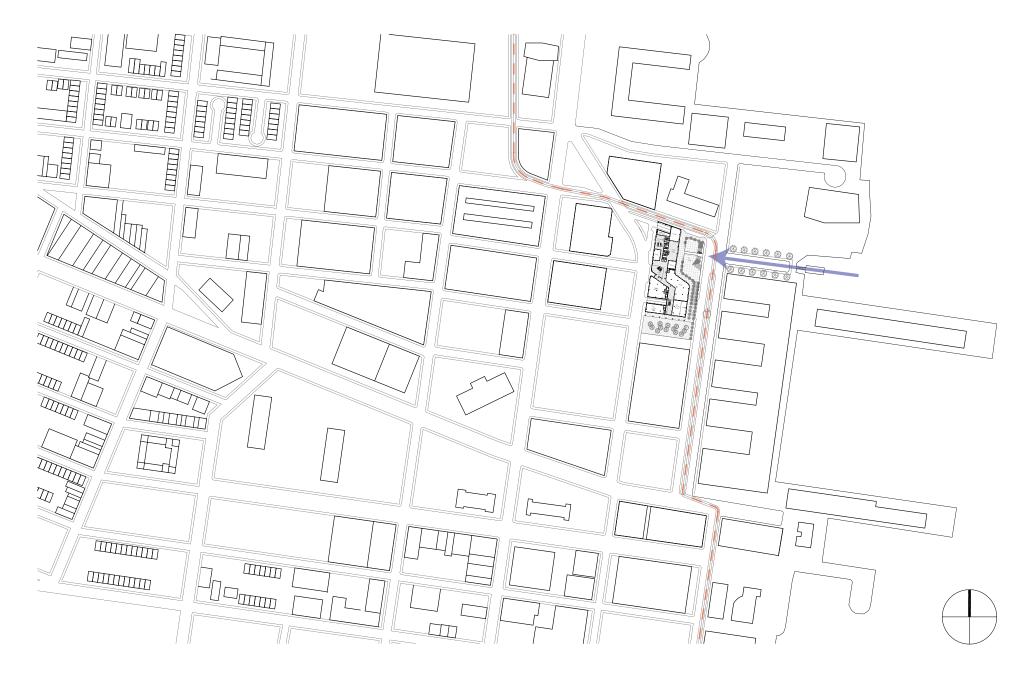


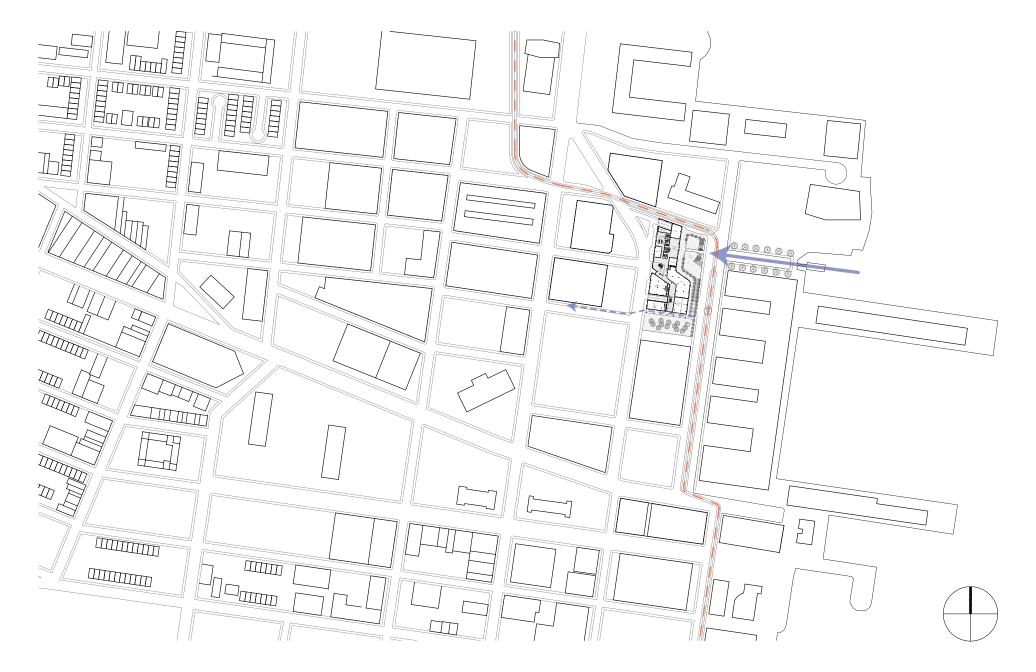


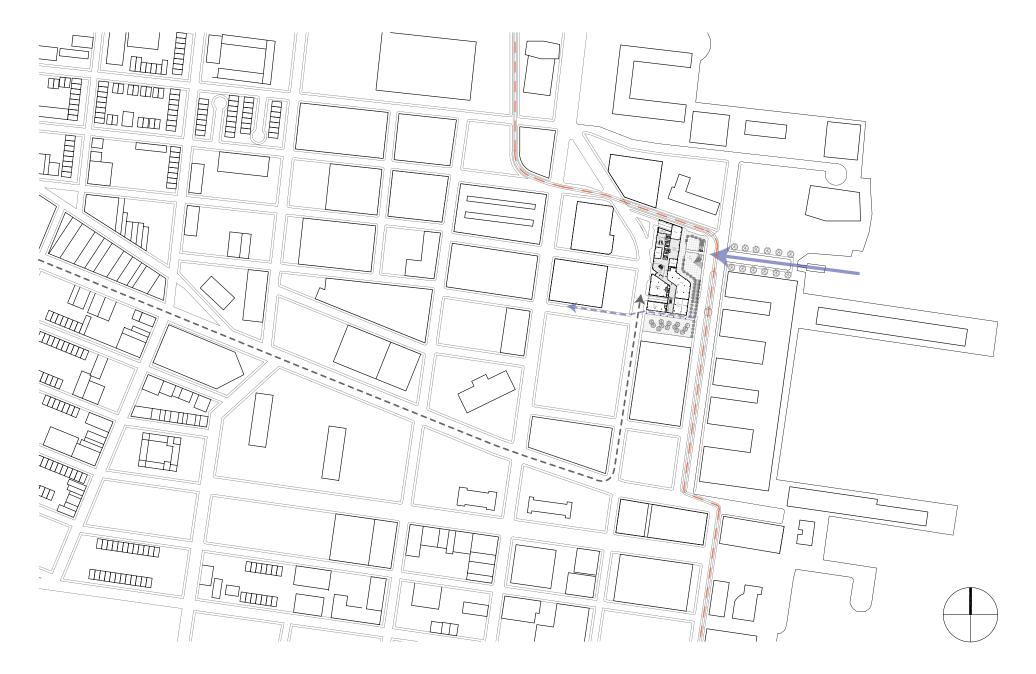


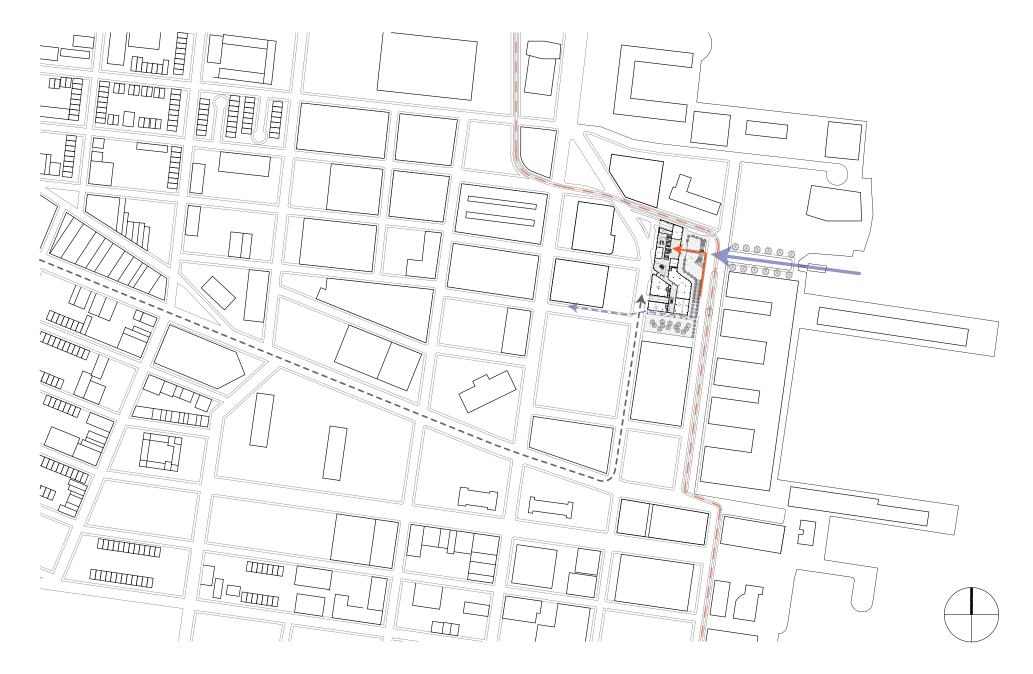


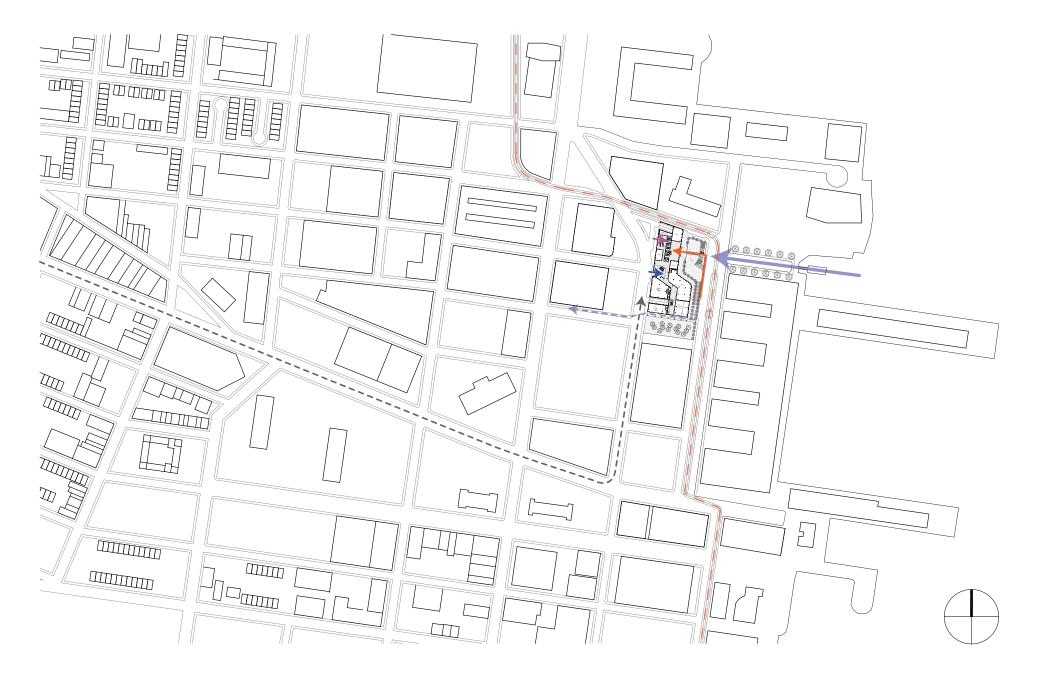






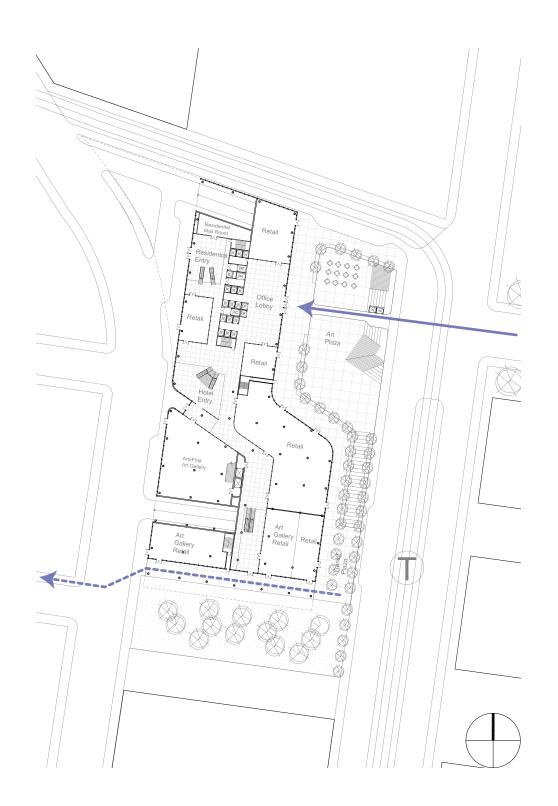


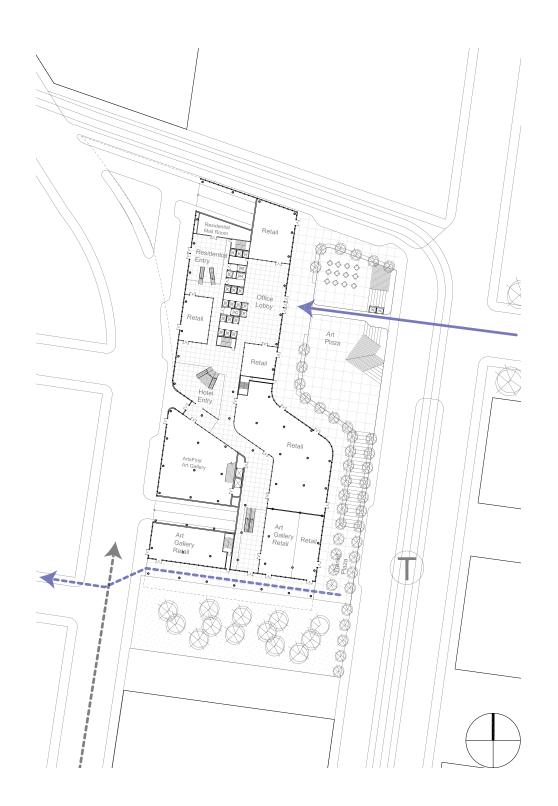








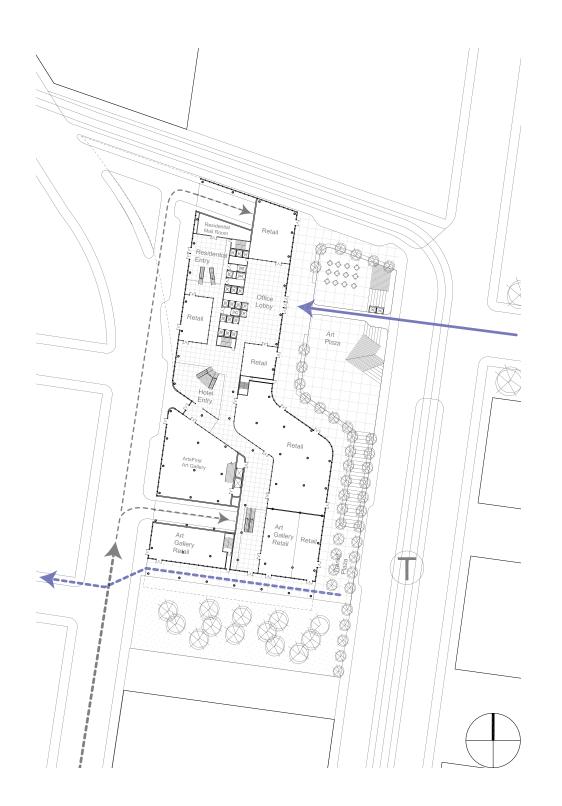






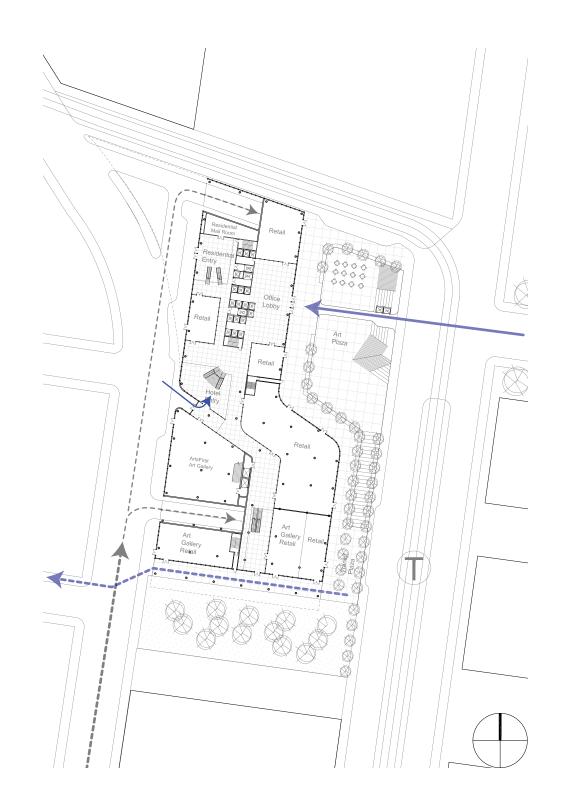
Service Access

GROUND LEVEL PLAN

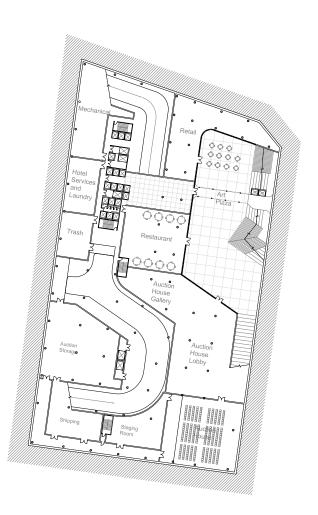


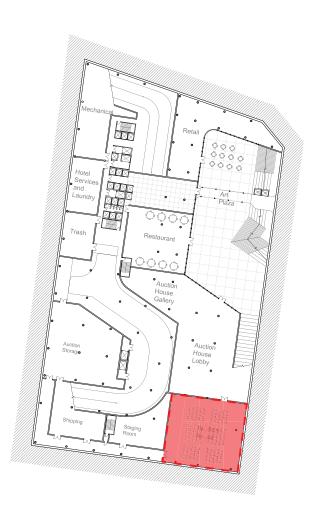
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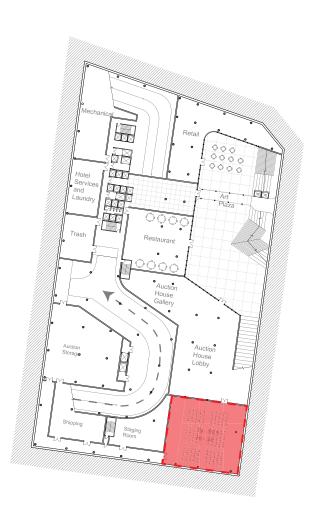
GROUND LEVEL PLAN



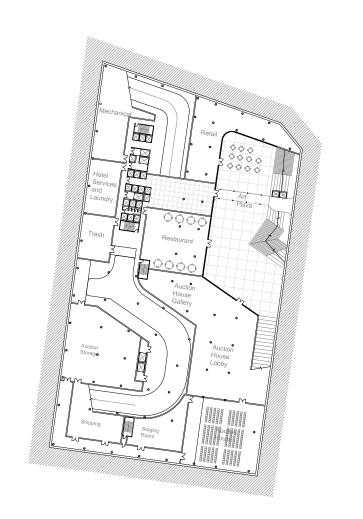


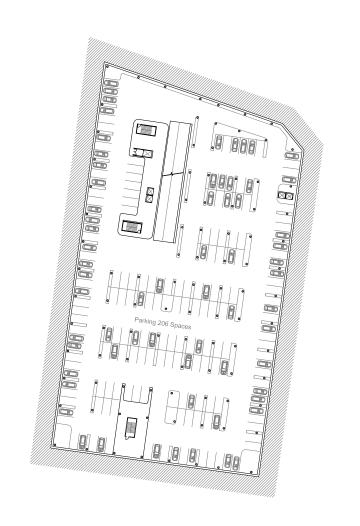












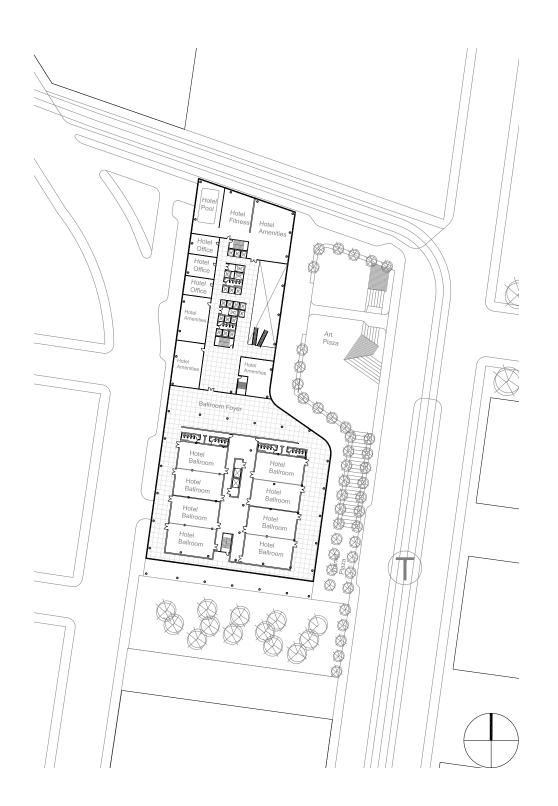




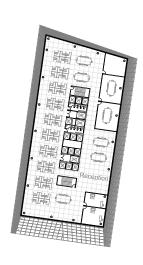


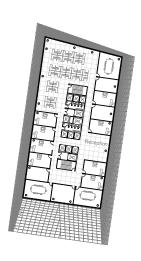


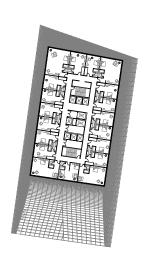


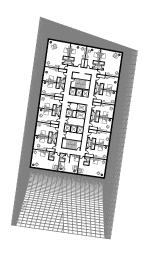


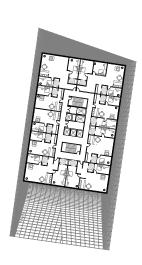


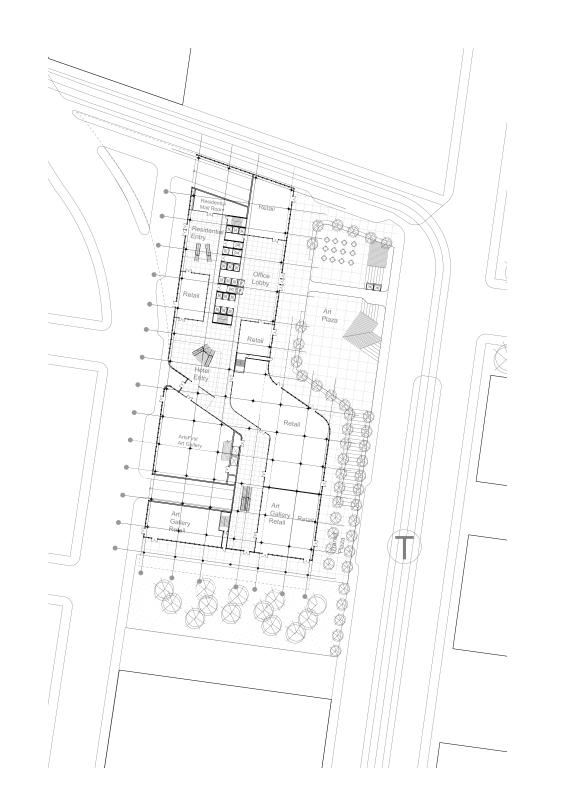


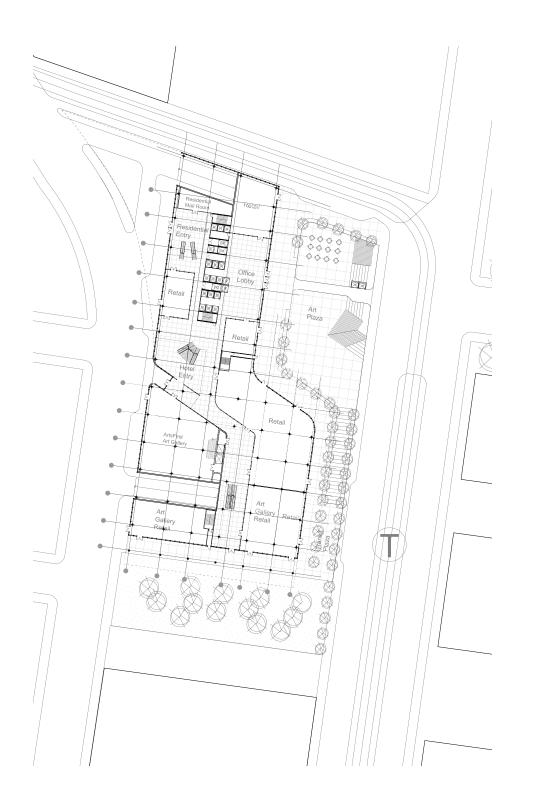


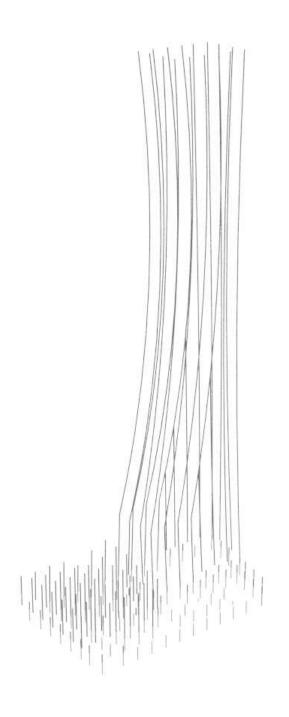


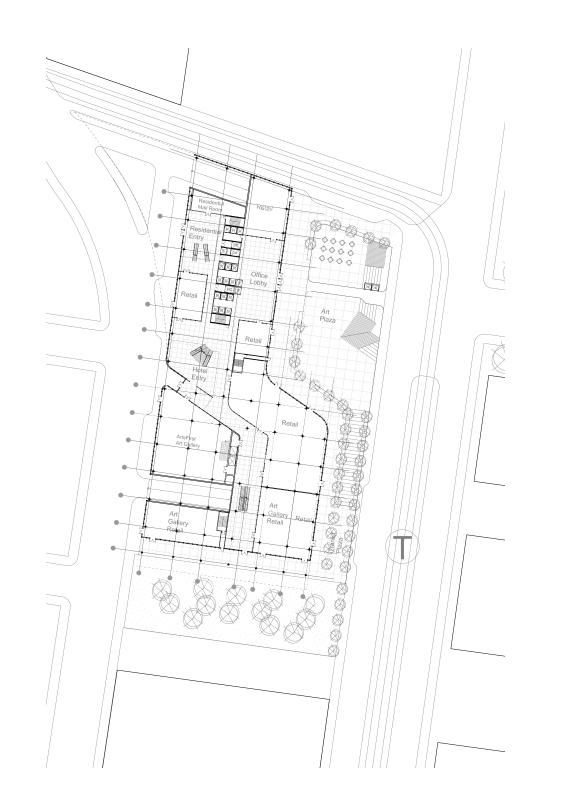


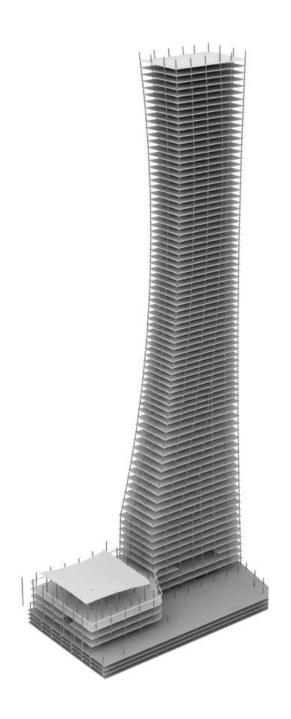




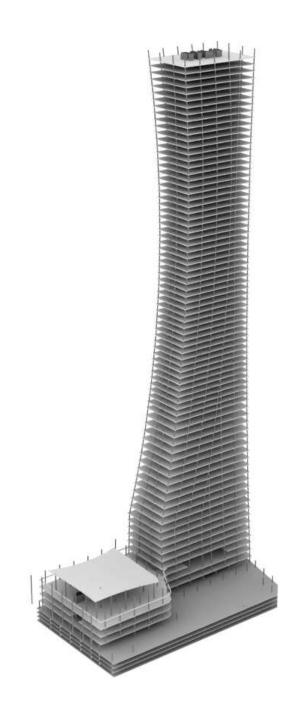


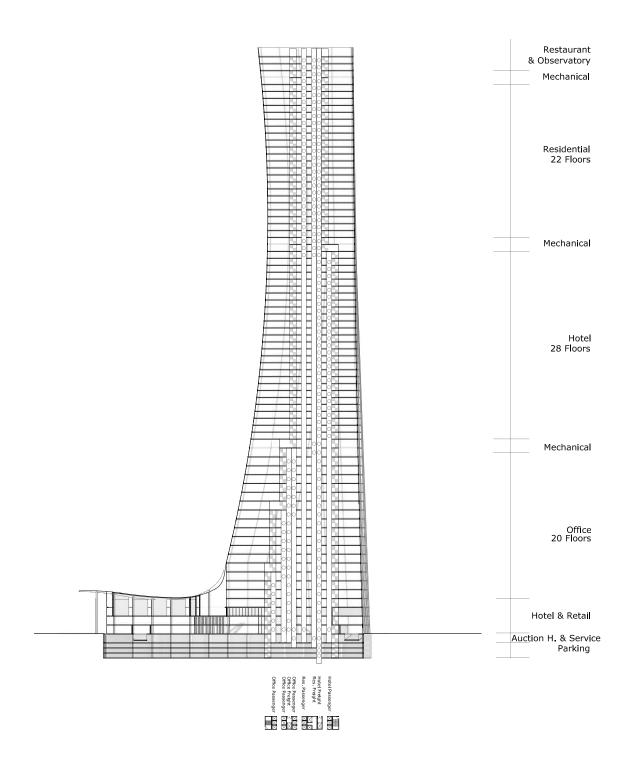


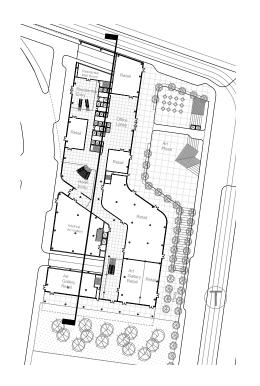








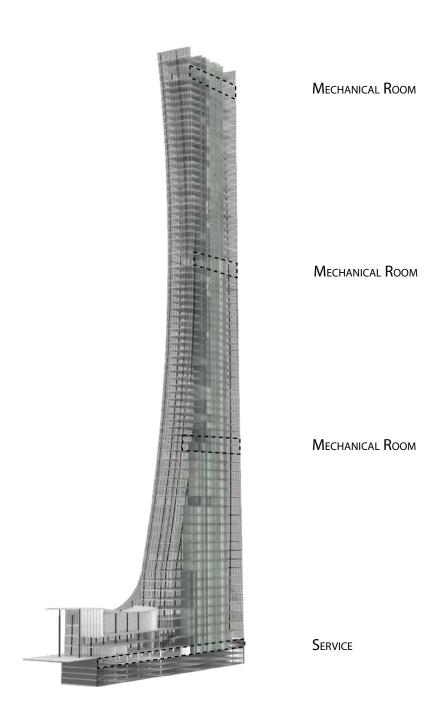


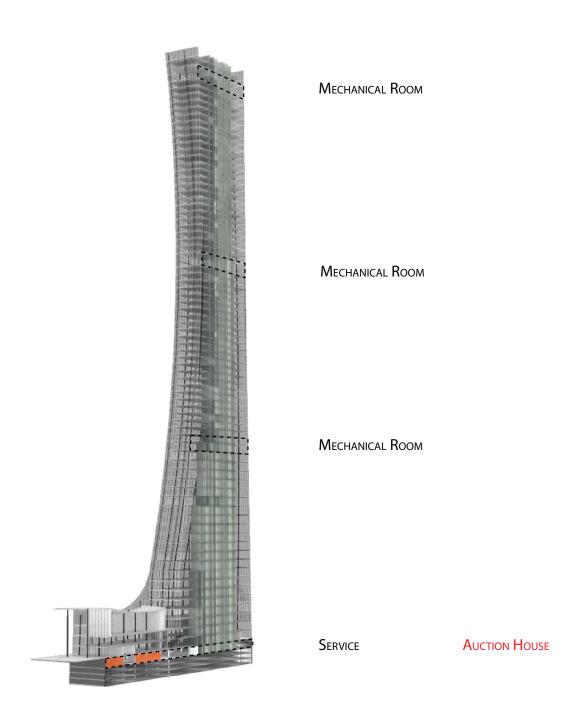


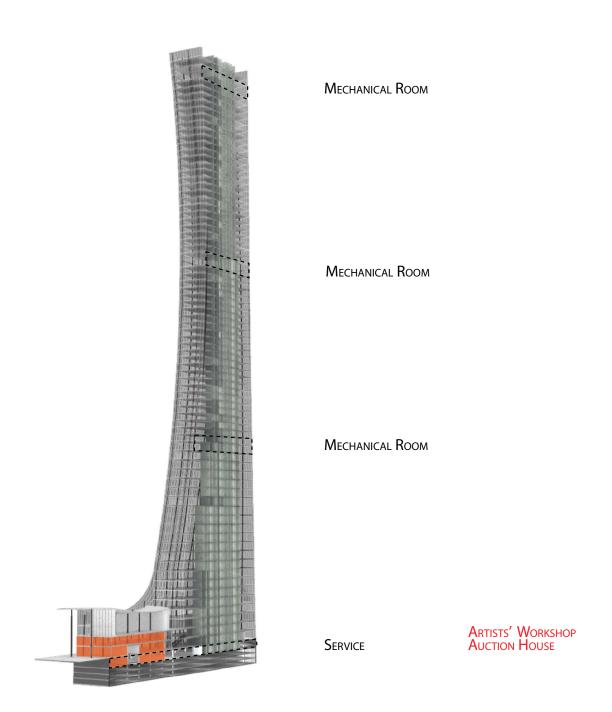


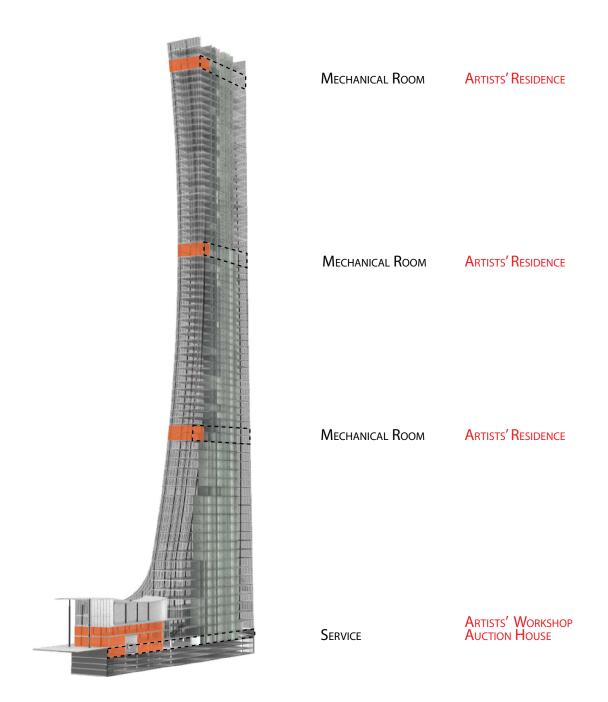


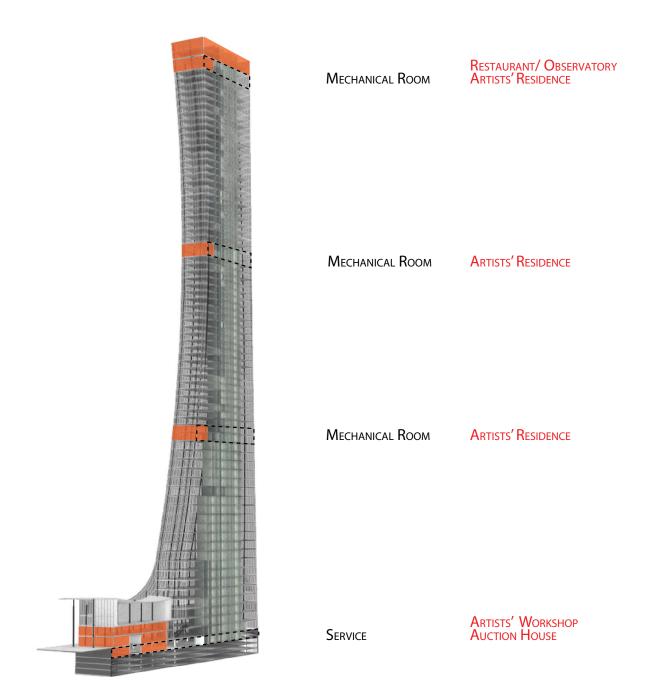
SERVICE

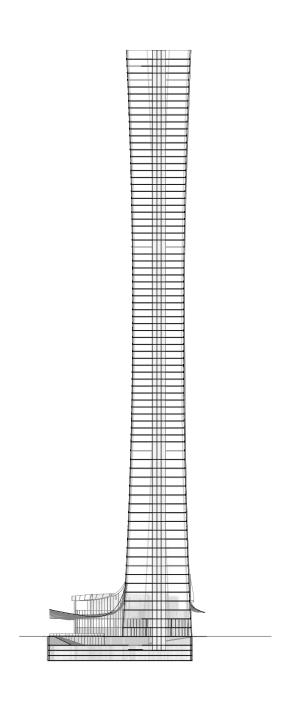


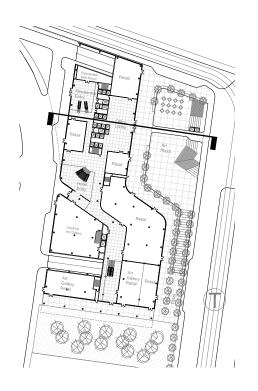












SECTION BB

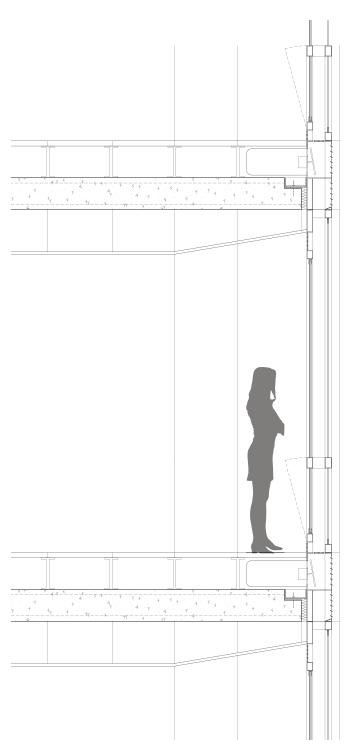


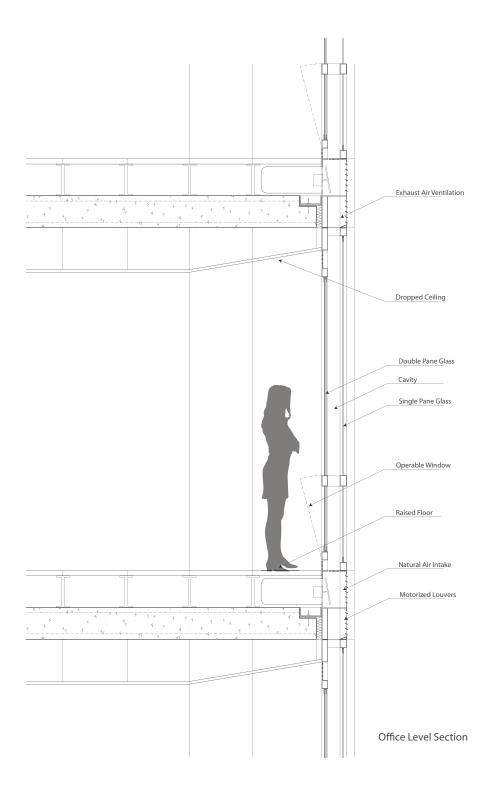


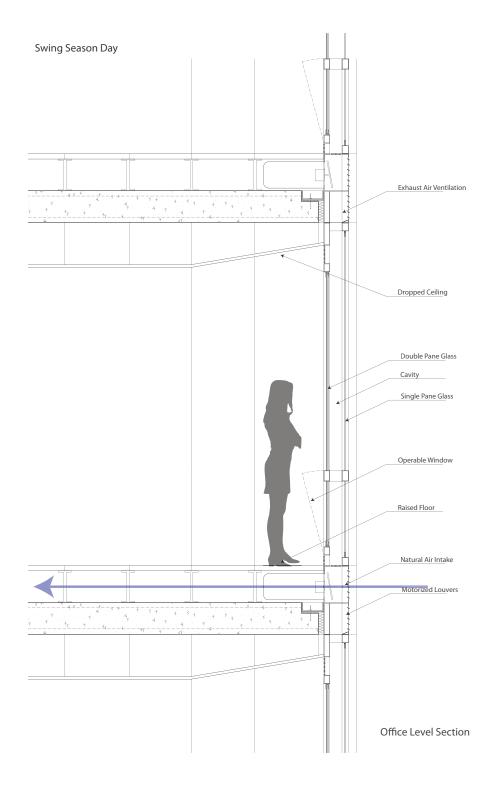


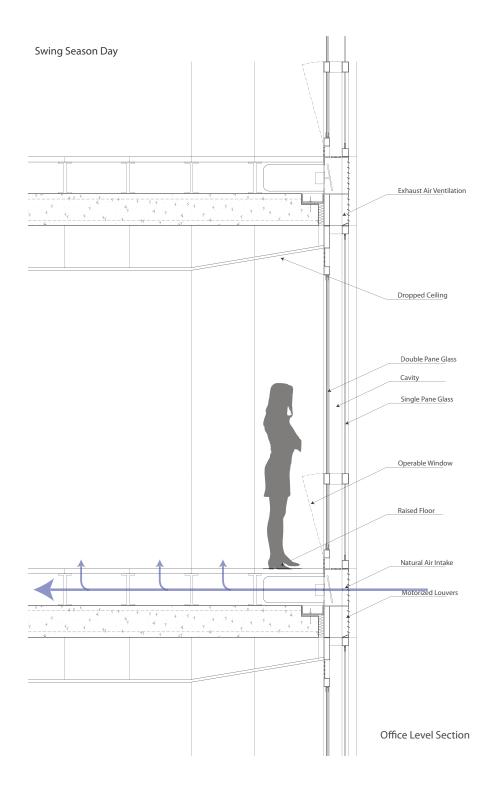


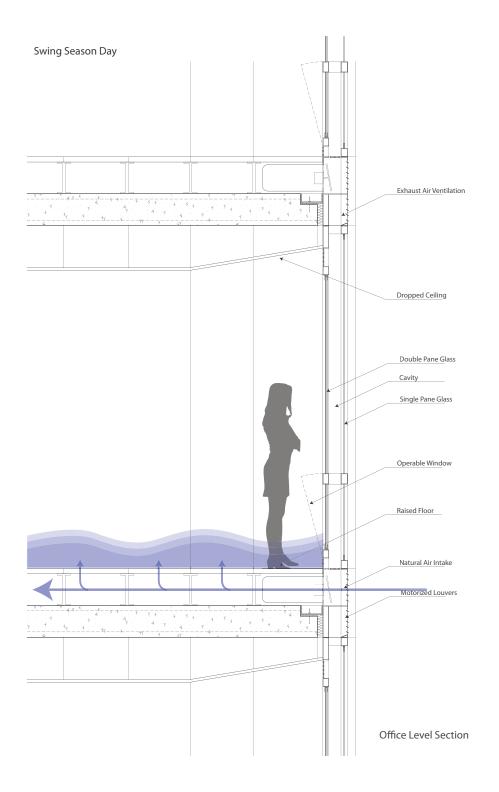


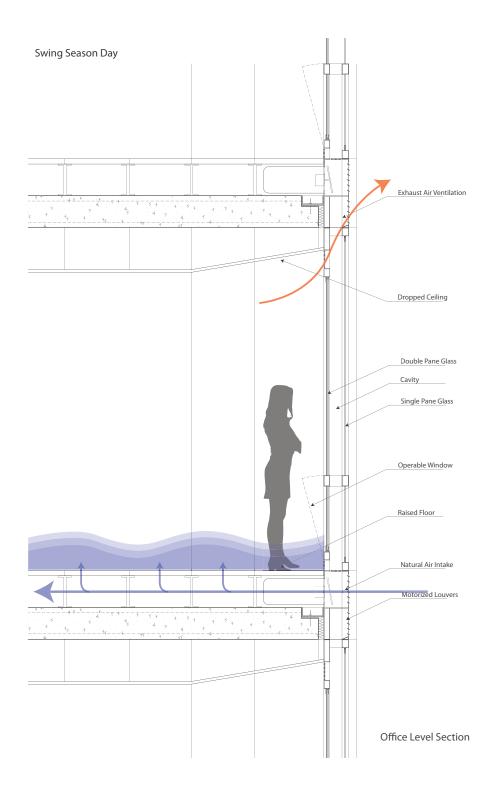


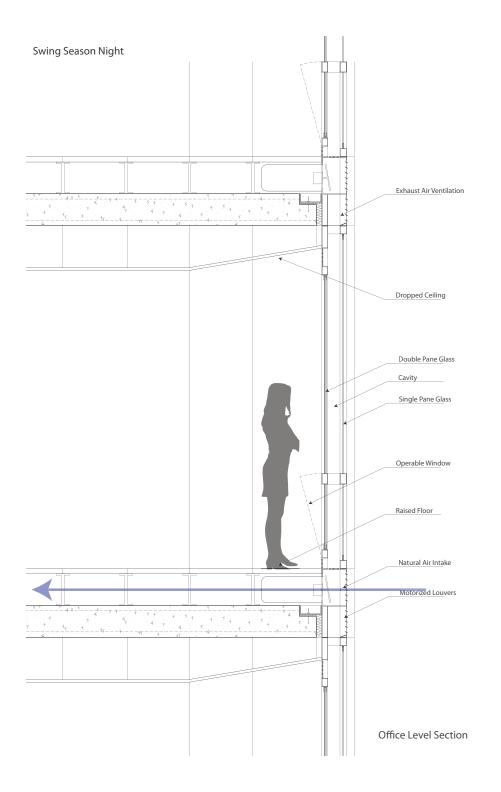


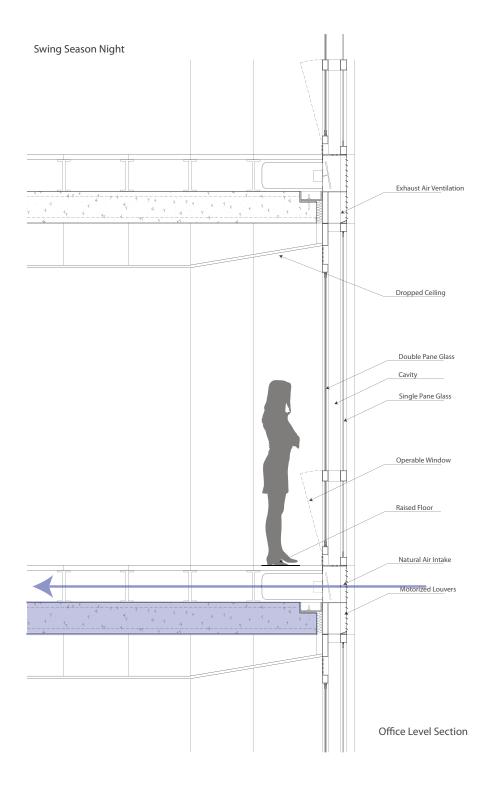


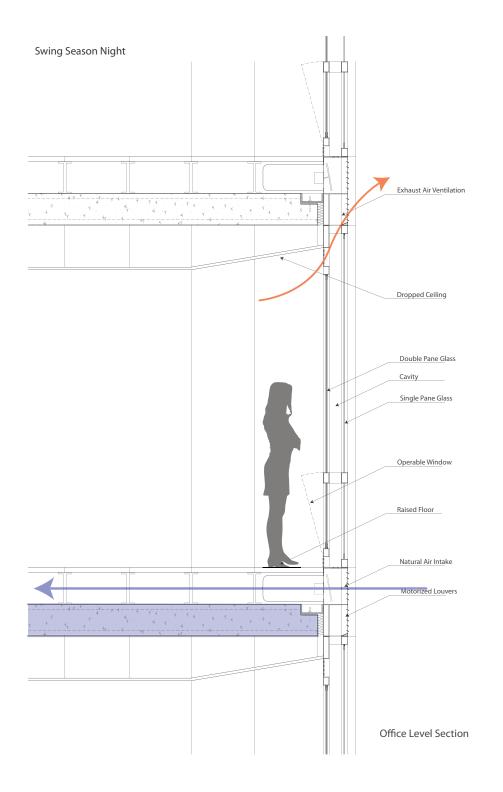


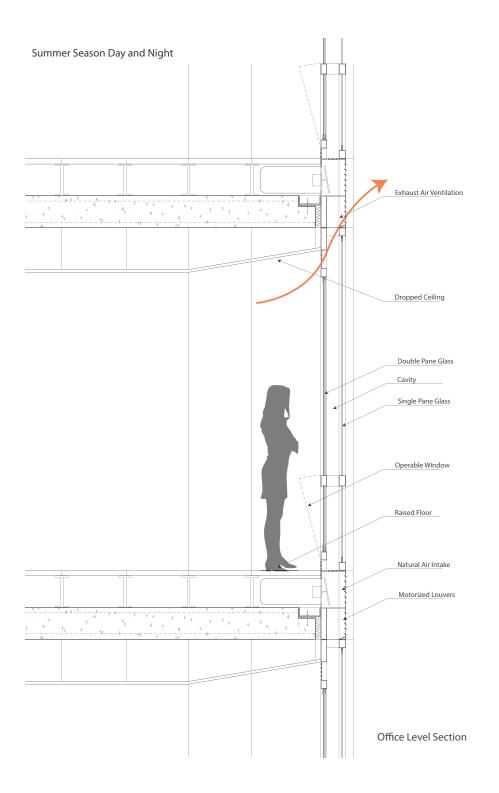


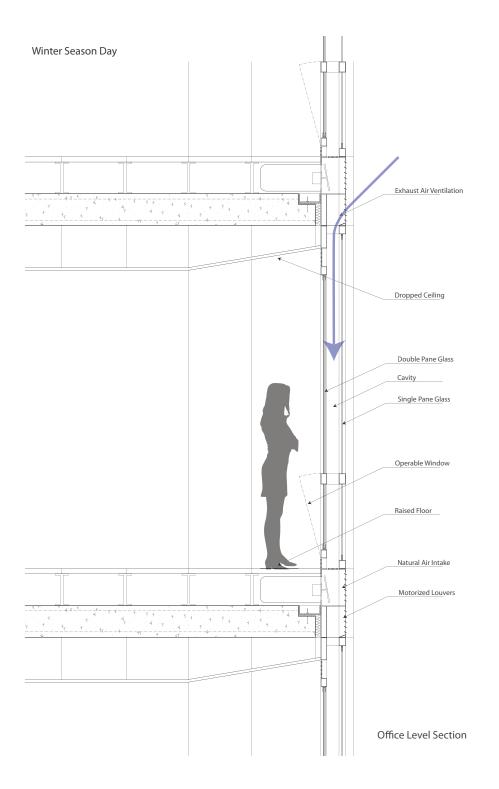


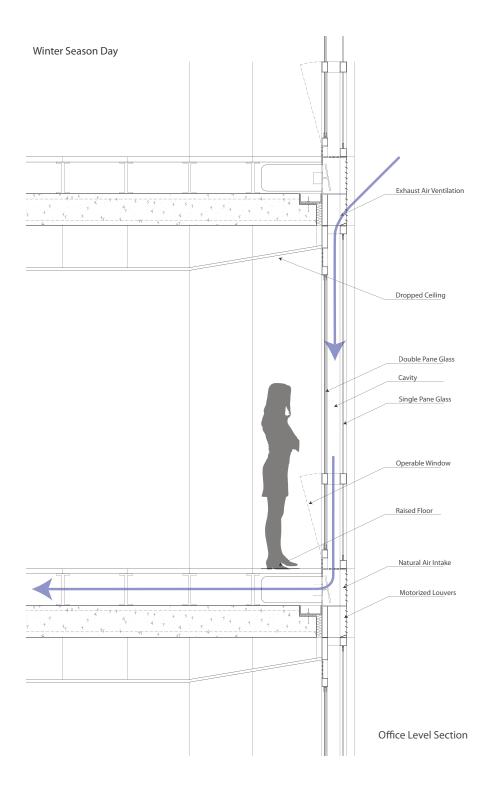


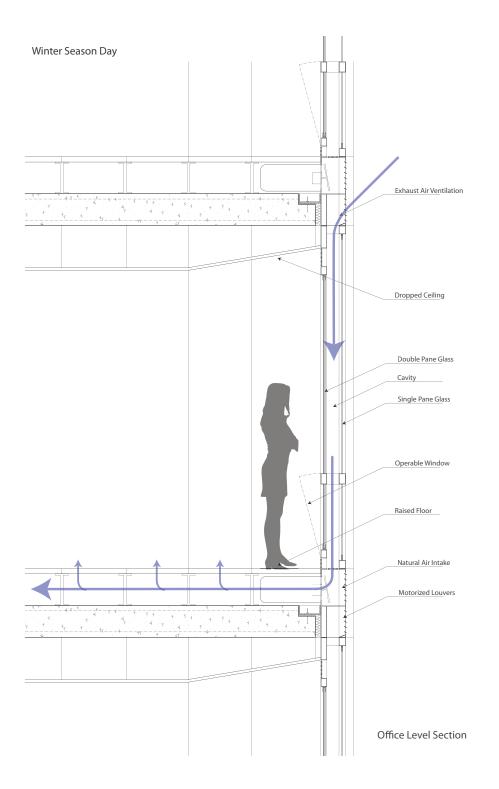


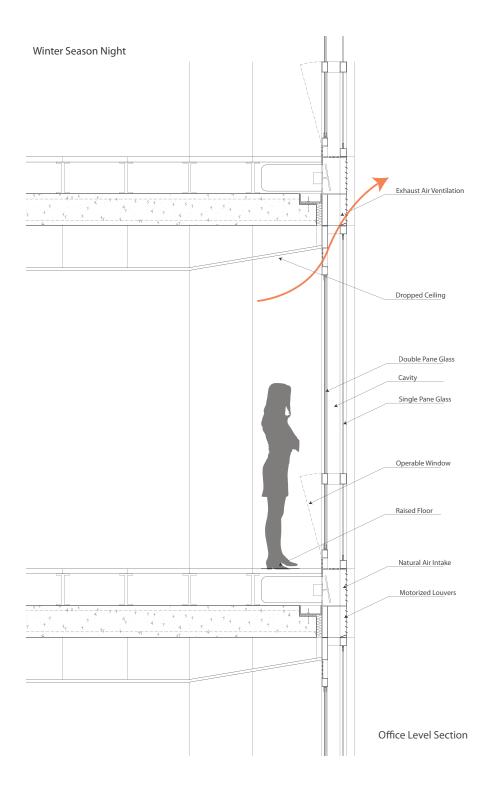






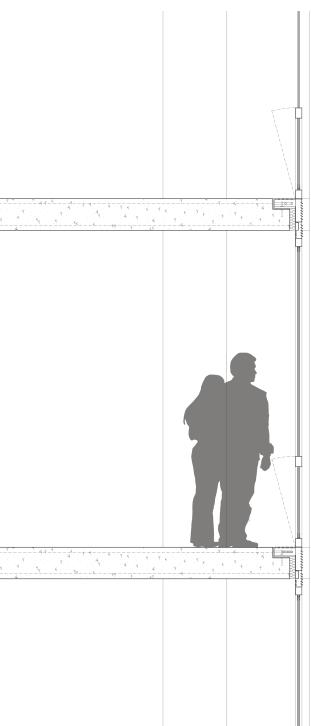




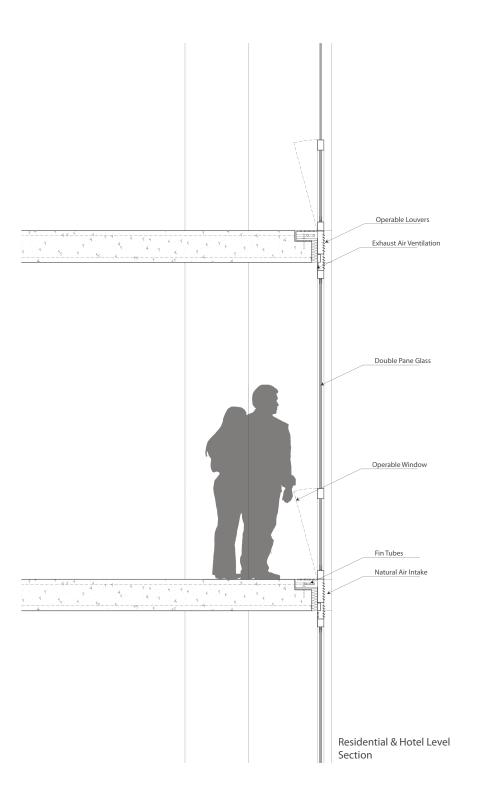


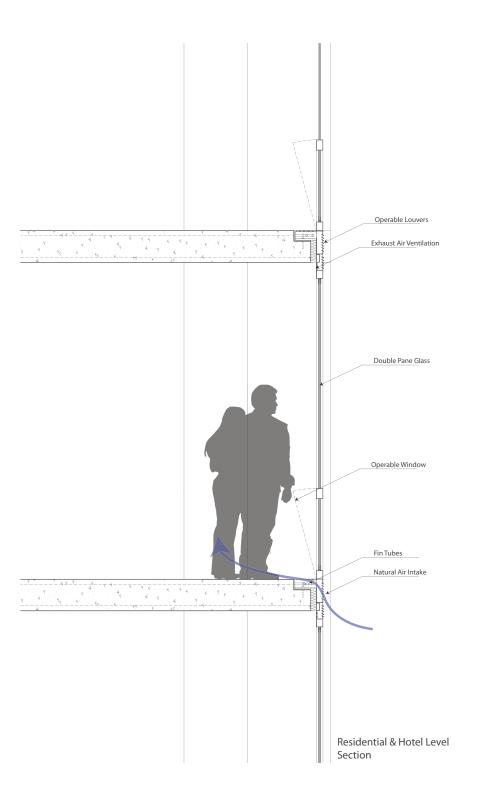


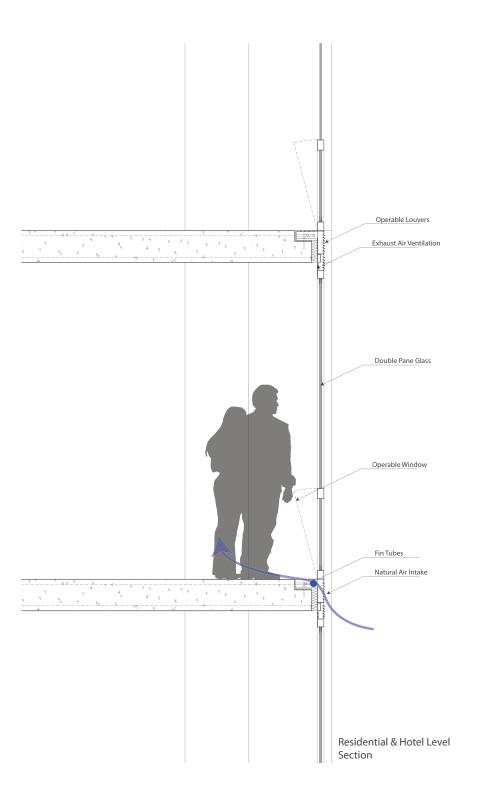
Office Facade

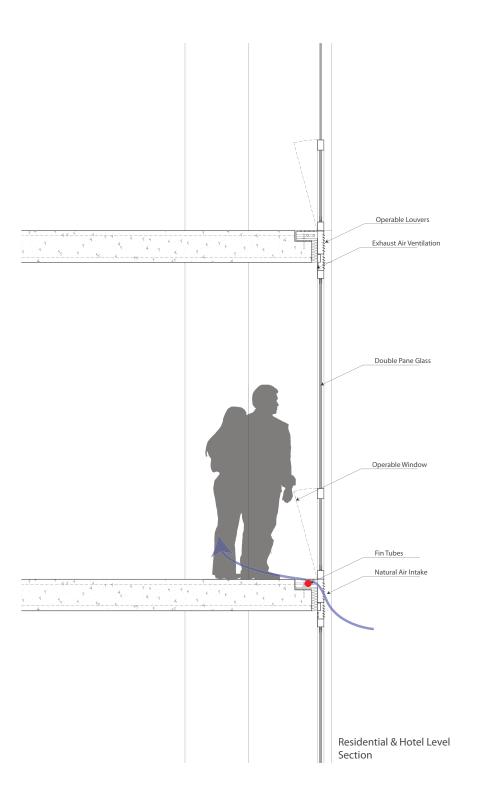


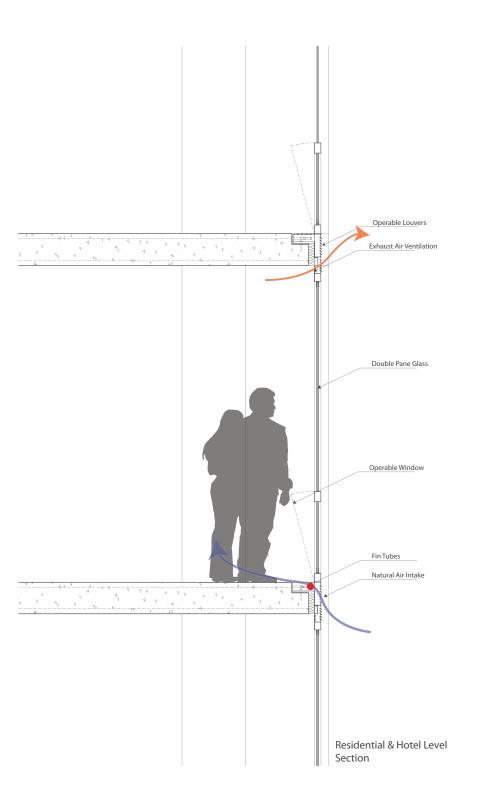
Residential & Hotel Level Section













Residential and Hotel Facade

