



JLL Named Exclusive Marketing Agent for The Hub at New Brunswick Station

JLL marketing 1.7 MSF, mixed-use redevelopment that combines concepts of transit village, innovation district; Kohn Pedersen Fox named as project architect

EAST RUTHERFORD, NJ, December 1, 2014 — JLL was appointed by New Brunswick Development Corp., Devco, as exclusive marketing agent for The Hub at New Brunswick Station in New Brunswick, N.J. The firm will provide marketing and transaction services for the 1.7 million-square-foot mixed-use redevelopment, which features a direct connection to NJ Transit's New Brunswick rail station.

The JLL team handling the new leasing assignment is led by Daniel Loughlin, international director and brokerage lead in New Jersey, along with Peter Ladas, senior vice president.

"Devco is in an exciting phase of its long-term investment in downtown New Brunswick," said Loughlin. "By combining the concept of a transit village and an innovation district, Devco is creating a live, work and play environment at The Hub clustered around a tight group of businesses, institutions and schools. Also known as Health Care City, the area is home to Rutgers University, Robert Wood Johnson University Hospital, Saint Peter's University Hospital, Rutgers Robert Wood Johnson Medical School, as well as several global pharmaceutical companies including Johnson & Johnson and Bristol-Myers Squibb."

The 1.7 million-square-foot complex is located on four acres in downtown New Brunswick directly across from the New Brunswick train station. The Hub will encompass multiple buildings with a flexible design to meet any needs, including technology, office or research use. The development is slated to include high-rise residential units, and retail space at street level. The Hub at New Brunswick Station will also include ample parking, technology connectivity and state-of-the art amenities.

"The Hub will offer tremendous flexibility in the design and features of all the buildings since they will be customized around the requirements of new tenants," said Christopher J. Paladino, president of Devco. "We anticipate that incentives will play a significant part in the final scope of the project, since new tenants will be eligible for the highest amount of incentives offered by the State of New Jersey based on the location of this urban transit community."

"We looked at innovative projects around the nation and found that the most successful urban redevelopment projects were those that created a synergy between vibrant, walkable neighborhoods and the businesses, institutions and schools that invent leading-edge technologies, products and services," said James Cahill, mayor of New Brunswick, N.J. "The Hub at New Brunswick is aimed at the rising wave of millennials who have been

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eschewing the stale life of the suburbs for exciting, urban settings that cater to their sophisticated dining, entertainment and shopping needs while working just a few blocks or a quick train ride away.”

The Hub at New Brunswick Station is the third phase of Devco’s transit-oriented development. In early 2012, the firm completed Gateway Transit Village, a 632,000-square-foot, mixed-use tower at Easton Avenue and Somerset Street. Gateway Transit Village includes 192 residential units, 57,000 square feet of retail, including a full-scale Barnes & Noble serving as the Rutgers University Book Store, 55,000 square feet of office space, and a 657-space parking garage.

In late 2012, Devco completed the 612,000-square-foot Wellness Plaza which includes a full-service supermarket, a state-of-the-art fitness and wellness centre and a 1,200 space parking facility on the upper levels. Soon, a pedestrian bridge will link Wellness Plaza to the New Brunswick Train Station.

Designed by Kohn Pedersen Fox Associates, one of the world’s leading architecture firms, The Hub will embrace the modern workplace culture with breath-taking design, innovative office layouts, state-of-the-art research applications, ideal living spaces, trendy restaurants and stores and spectacular public spaces. Integrating academia, commerce and entertainment will enhance quality of life and prompt further economic progress for New Brunswick.

“When Devco approached us about the project, we were thrilled at the opportunity to work with a client that has been so dedicated to building a better city for its community,” says Hugh Trumbull, design principal, with KPF. “Our mission at KPF has always been to create the building blocks of cities. Together, we’re implementing new avenues to aid New Brunswick in achieving its greatest potential.”

Linked directly to the city’s Amtrak and commuter rail station, The Hub will serve as the district’s core. By introducing a series of pedestrian spaces and highlighting the strong connection to transit, the project remodels New Brunswick into a destination on the Northeast Corridor, alongside great cities like Boston, New York, Philadelphia and Washington, D.C.

Invoking a Parisian-style café experience, the street-lining site will feature signature restaurants and lively nightlife, diverse shopping options, and space for community events and seasonal festivities. The setting further comes to life with a dedicated pedestrian street and urban plaza, activating the public space at the intersection of Albany and Spring streets.

The neighborhood around The Hub offers amenities in a walkable setting, including a wide variety of restaurants and shopping, arts and cultural offerings including the State Theatre, Rutgers’ Mason Gross School of the Arts and the George Street Playhouse.

JLL is a leader in the northern/central New Jersey commercial real estate market, with more than 500 professionals and support staff providing agency leasing, tenant representation, industrial services, strategic consulting, project and development services, property management and investment sales/capital markets services to New Jersey’s leading corporate tenants, investors and landlords. The firm, which assists clients from three full-service offices in

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Parsippany, Iselin (Metropark) and East Rutherford, also acts as local service provider for JLL global and national corporate clients in need of real estate assistance in New Jersey.

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