

# BELL LABS

*Holmdel, New Jersey*



S O M E R S E T  
DEVELOPMENT

N | K ARCHITECTS

# Agenda

- I. Ralph Zucker, president, Somerset Development  
“Introduction”
- II. Ralph Rosenberg, architect, NK Architects  
“Building and Land Use and Architectural Vision”
- III. Nick Graviano, president, Graviano Planning Group  
“Concepts for Site Uses and Fiscal Impact”
- IV. Ralph Zucker, president, Somerset Development  
“Summary”
- V. Public Comment/Questions



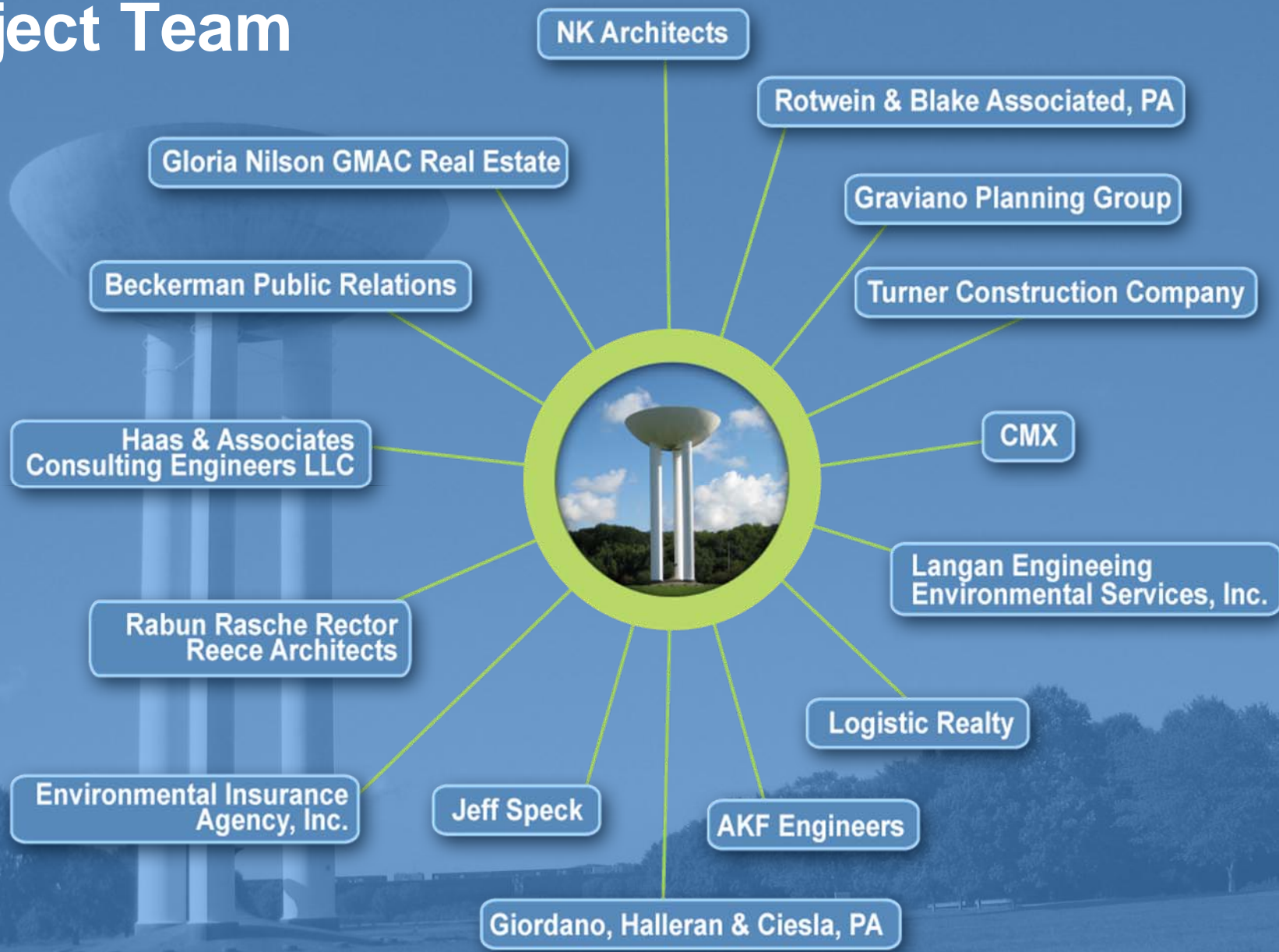
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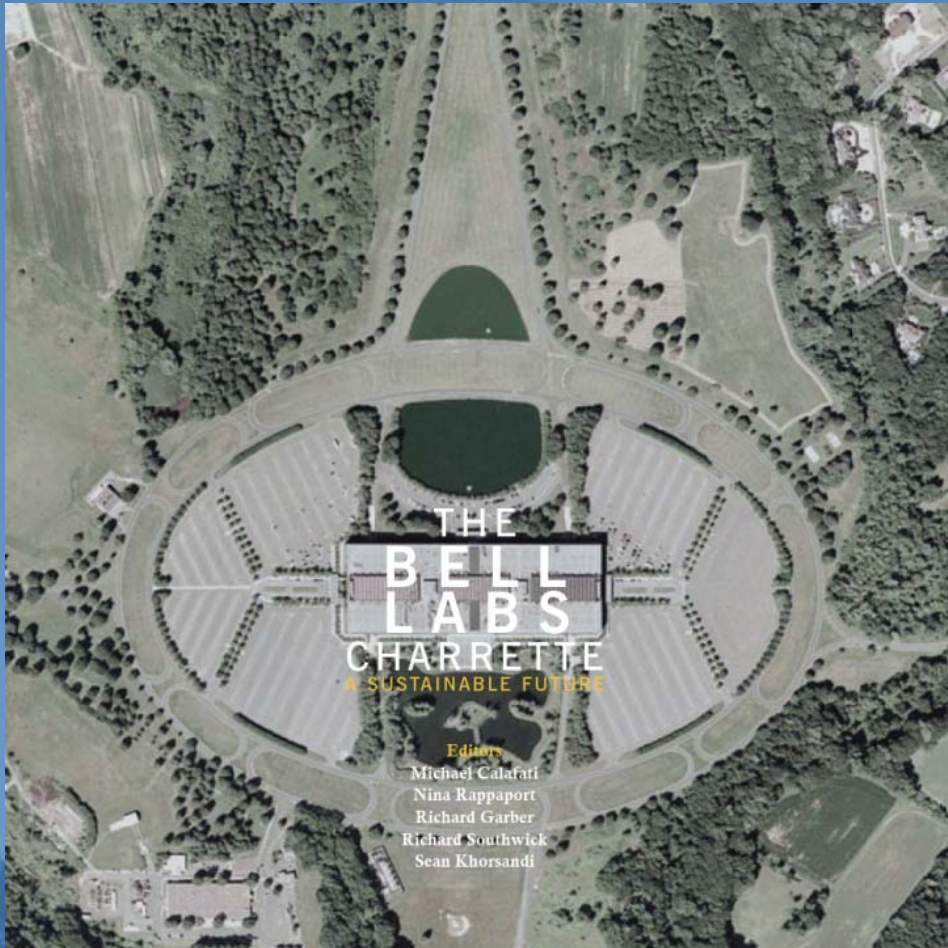


# Project Team



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Below: Charrette breakout groups were created to promote discussion and investigation to present to the larger group of participants.



The public discourse about Bell Labs prior to the charrette largely revolved around a limited set of issues. Surely, maintaining tax-ratables for the locality of Holmdel, the property's marketability, and reigning in inappropriate development are still reasonable concerns. The thrill of the organization of a charrette with nearly forty individuals who gave their time and intellect to help envision a solution was unimaginable. In the post-charrette reality we are here to illustrate that the building and site are more significant, more beautiful, more flexible, more sustainable, and more adaptable to new uses than previously imagined. Our contained experiment that was the charrette sketched a vision of a viable future for the building and site (the proverbial win-win scenario), provided that the appropriate ingenuity, creativity, and resolve come to bear on this problem.

*Michael Calafati, AIA  
Chair, Historic Resources Committee, AIA-NJ*



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# Five Principles

- Enhance Ratables and Economic Activity
- Mitigate Impact on the Surrounding Community
- Preserve Eero Saarinen's Bell Labs Building
- Create a Vibrant Public Place
- Provide for Environmental and Open Space Preservation



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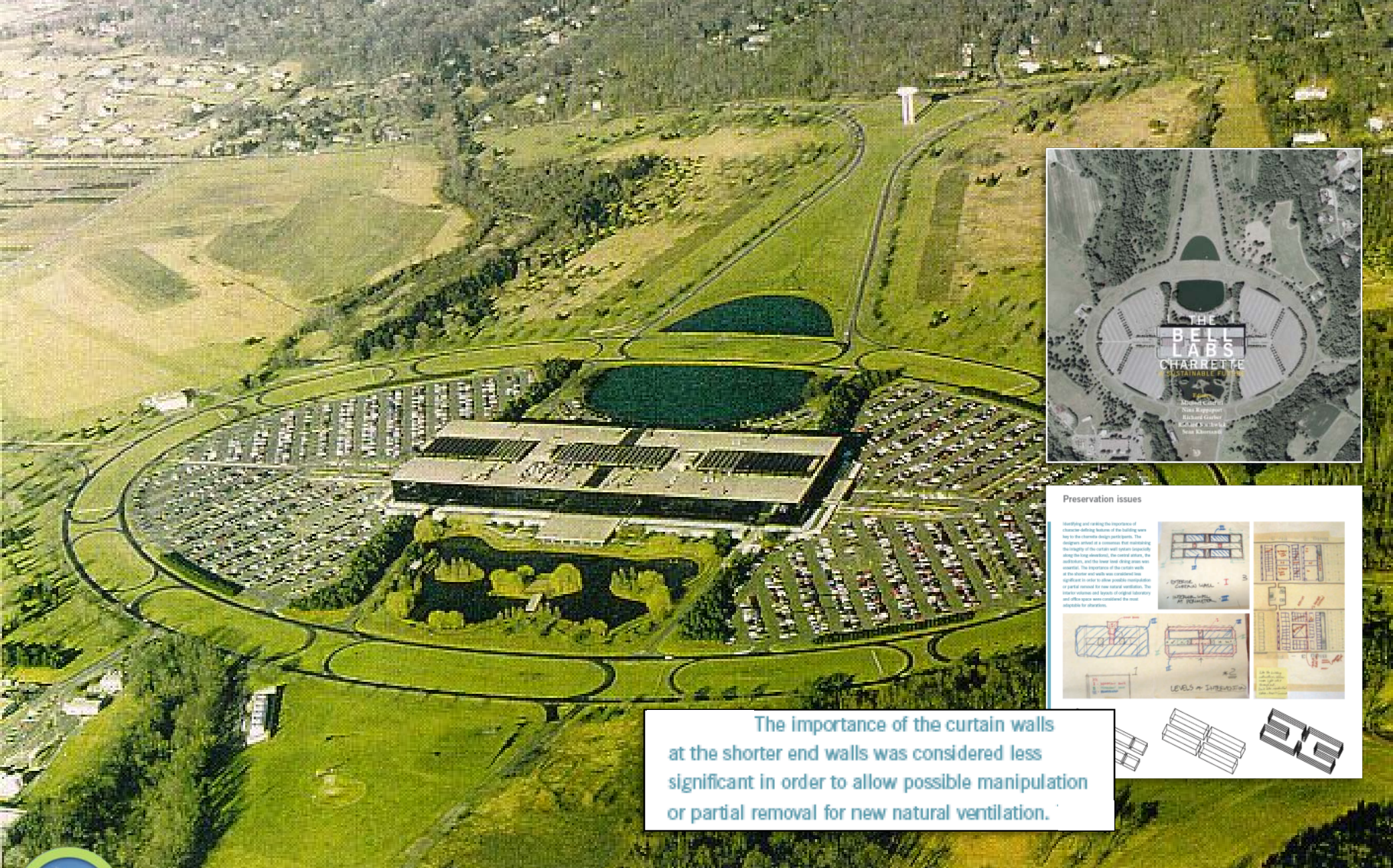




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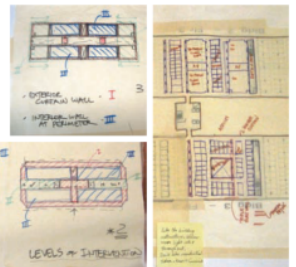
  
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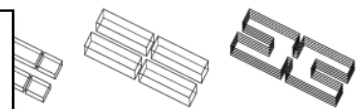


#### Preservation issues

Identifying and ranking the importance of character-defining features of the building were key to the historic design participants. The designers arrived at a consensus that maintaining the integrity of the curtain wall system (especially along the long elevation), the central atrium, the auditorium, and the lower level dining area was essential. The importance of the curtain walls at the shorter end walls was considered less significant in order to allow possible manipulation or partial removal for new natural ventilation. The interior exterior and layout of original laboratory and office space were considered the most adaptable for alteration.



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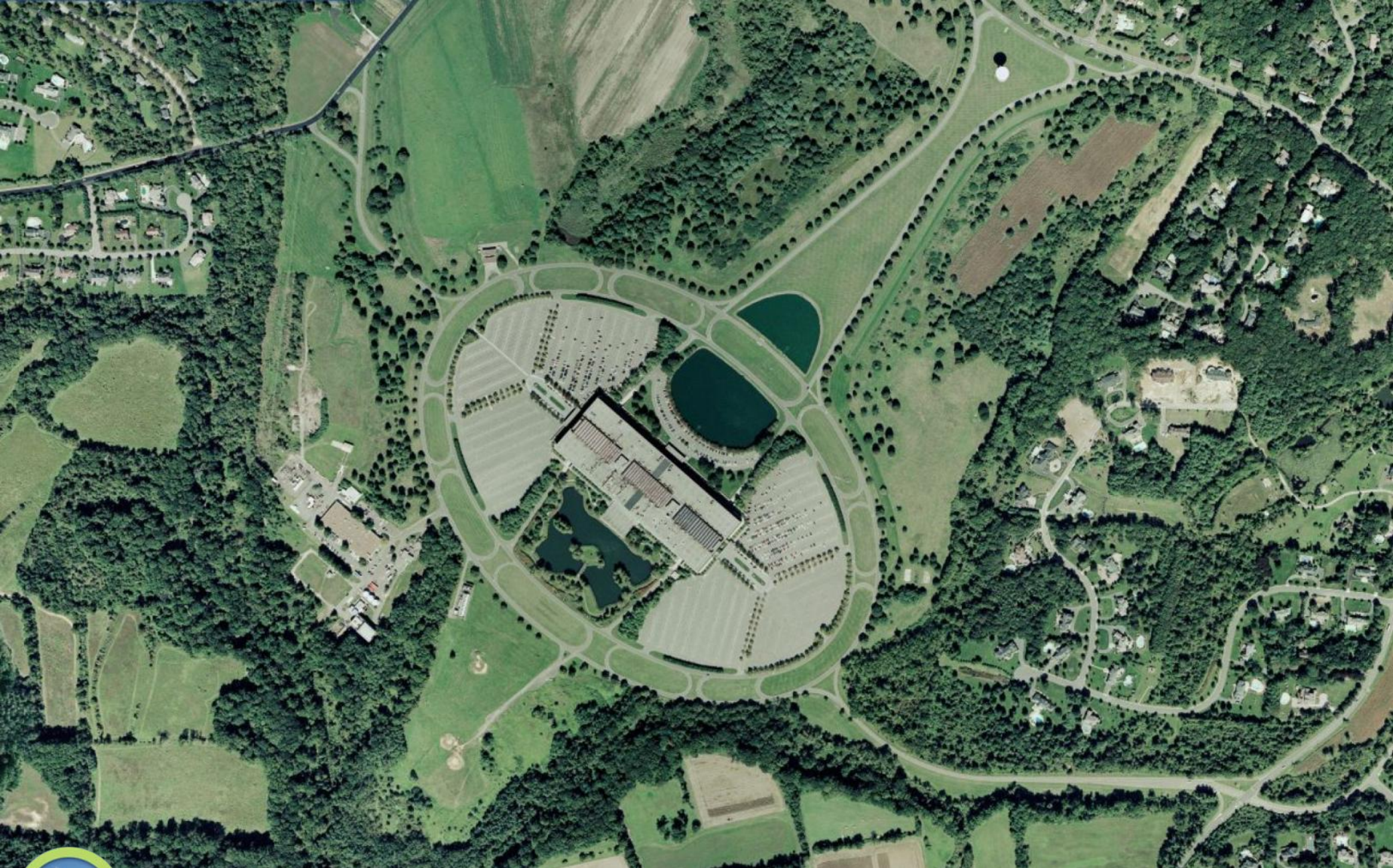
  
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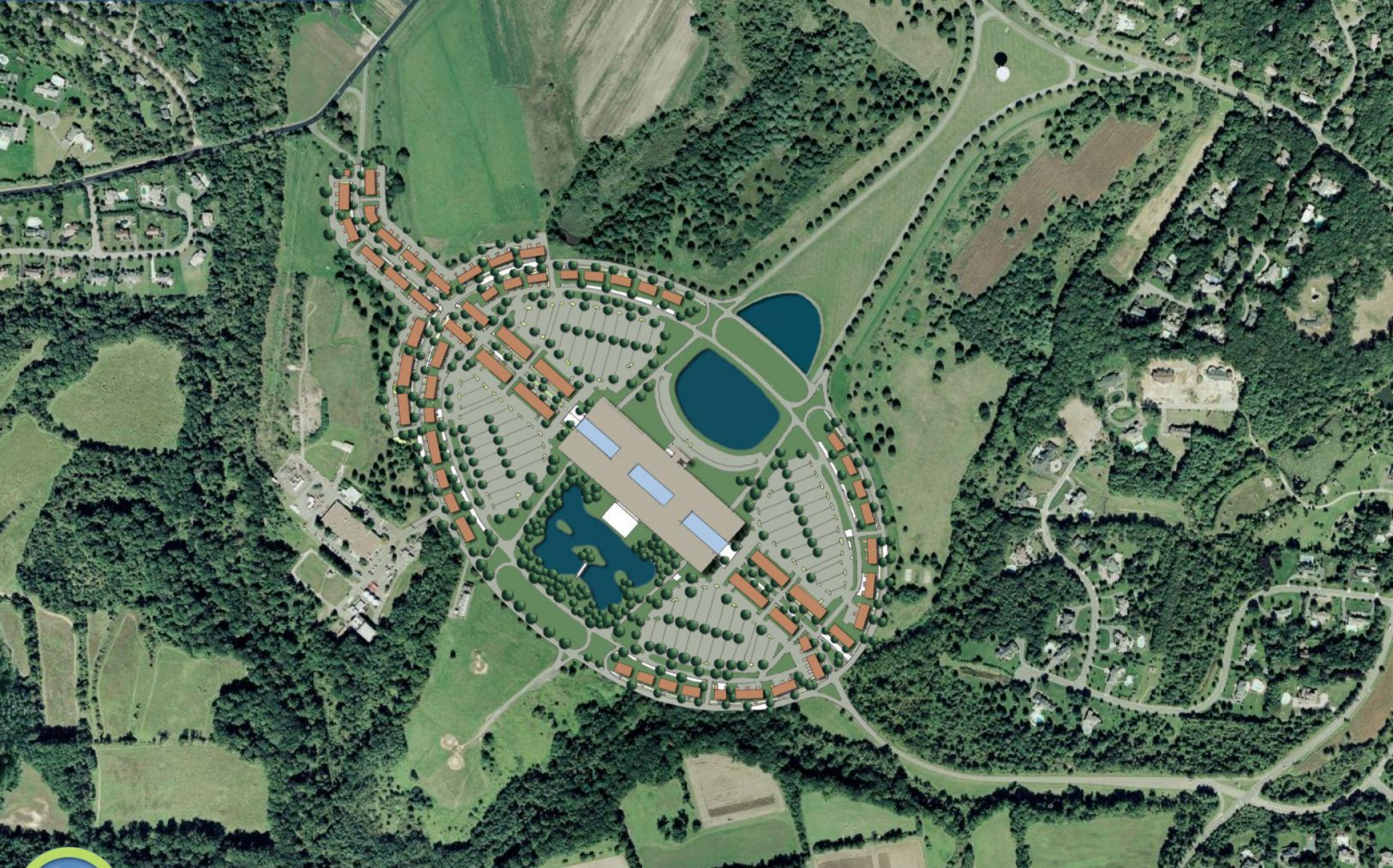


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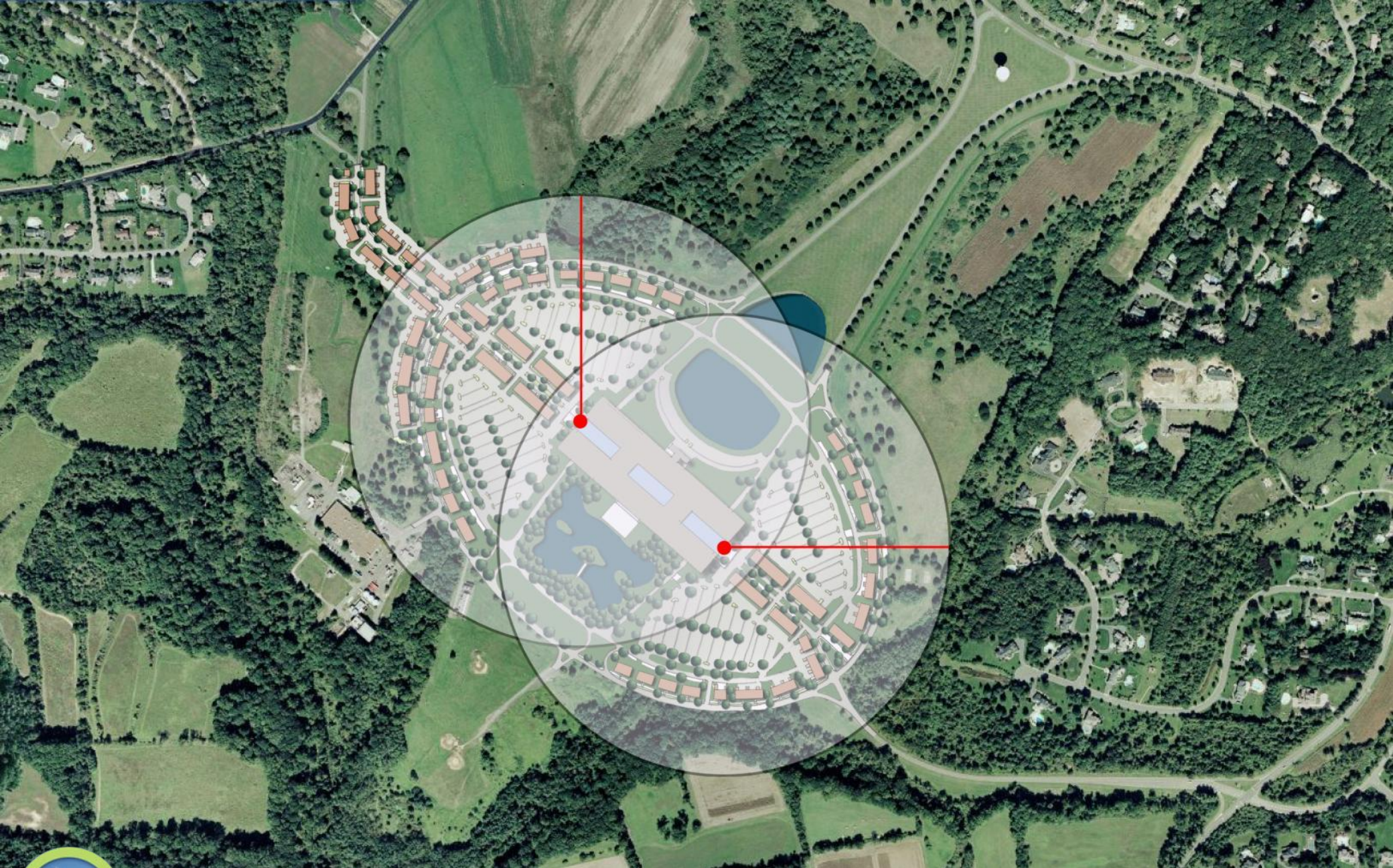


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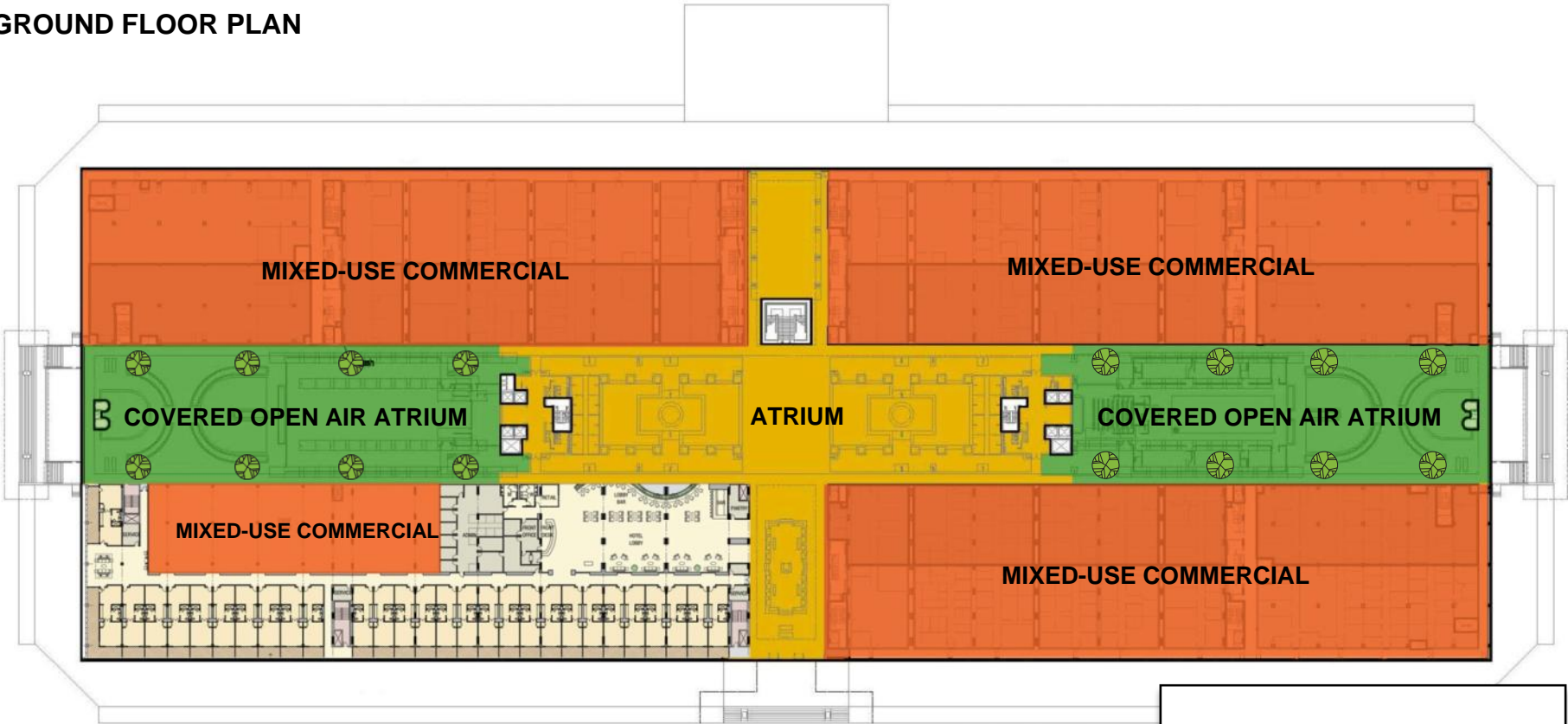


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# GROUND FLOOR PLAN



## USES

- Retail  
 Restaurants  
 Office  
 Wellness Center
- Assisted Living  
 Daycare Centers  
 Community Functions  
 Higher Education



## Programs and possibilities

The charrette's exploration of an array of possible changes to existing building elements provided necessary feedback and made redesign possible. The program scenarios described in the next pages—Multi-tenant Commercial, Center for Graduate Studies, Health Center, Speculative Commercial with Enhanced Sustainability, Residential, Research, Development and Production, and The Silver Building—share design experiences, scenarios they illustrate as examples of uses that could be considered and they demonstrate various approaches to physical mechanisms for incorporating the building that could be employed in a new manner as all of the proposed new uses.

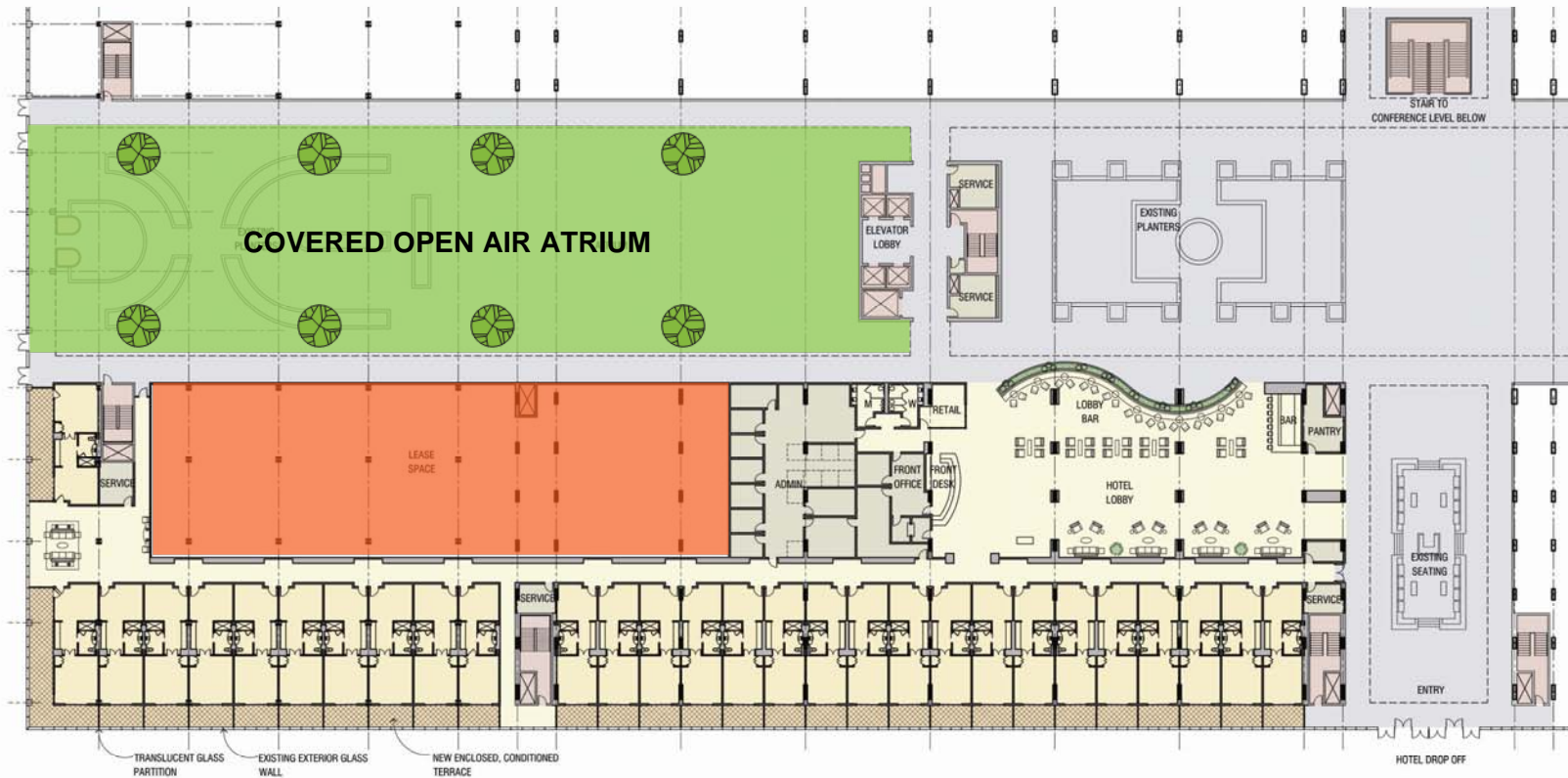
- A Lab New Community
- B College
- C Healthcare
- D Multi-Specialist
- E Residential
- F Multi-tenant few may
- G Mixed-use R&D Production
- H Irrelevant Google



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LOBBY LEVEL PLAN  
SCALE: 1" = 40'-0"

## HOLMDEL EXECUTIVE CONFERENCE CENTER HOLMDEL, NEW JERSEY



ATRIUM LEVEL	29 SUITES
GUEST LEVEL 2	53 SUITES
GUEST LEVEL 3	53 SUITES
GUEST LEVEL 4	53 SUITES
GUEST LEVEL 5	53 SUITES
<b>TOTAL:</b>	<b>241 SUITES</b>

RABUN  
RASCHE  
RECTOR  
REECE  
ARCHITECTS



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TYPICAL LEVELS 2 THRU 5  
SCALE: 1" = 40'-0"

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HOLMDEL, NEW JERSEY



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TYPICAL LEVELS 2 THRU 5  
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 ARCHITECTS



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- EXISTING FITNESS CENTER
  - VERTICAL PENETRATIONS
  - BUILDING COMMON AREA
  - FLOOR COMMON AREA
  - PROPOSED CONFERENCE CENTER
- MEETING SPACE / BANQUET ROOMS: 32,275
- 400 SEAT AUDITORIUM: 5,300 SF
- TOTAL AREA: 37,575 SF

CONFERENCE LEVEL  
SCALE: 1" = 80'-0"

## HOLMDEL EXECUTIVE CONFERENCE CENTER

### HOLMDEL, NEW JERSEY



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RASCHÉ  
RECTOR  
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RESIDENTIAL

OFFICE

HIGHER  
EDUCATION

HEALTHCARE

RETAIL



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# Project Values

Total Project Values	\$ 416,000,000.00
* Residential Value:	\$ 293,500,000.00
* Commercial Value:	\$ 122,500,000.00



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# Taxes Generated by Project

Local School Tax	\$4,386,115.55
Local Purpose Tax	\$849,322.66
Local Open Space Tax	\$102,575.20
County Tax	\$927,279.81
County Open Space Tax	\$61,545.12
County Library Tax	\$57,442.11
Total Taxes Generated	\$6,384,280.45



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# Fiscal Impacts - Municipal Residual

Taxes Generated By Project:	\$849,322.66
Plus Projected Non-Tax Revenues:	\$569,613.57
Minus Projected Costs:	\$1,062,056.15
Projected Impact:	+\$356,880.08



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# Fiscal Impacts - Local School District

Taxes Generated By Project	\$4,386,115.55
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Minus Projected Costs	\$451,980.00
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Projected Impact:	+\$3,934,135.55
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# Total Fiscal Impact from Development

Municipal Impact:	+\$356,880.08
School District Impact:	+\$3,934,135.55
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<b>TOTAL:</b>	<b>+\$4,291,015.63</b>



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## Where we go from here

Re-use scenarios will be awkward and diminishing if character defining architectural features and the building's setting in the designed landscape are not honored and preserved. Meeting the reality of the changing marketplace by adapting Bell Labs to multiple uses while upholding the brilliance of its design can serve as a model for bringing modern buildings and sites to a sustainable future.

### THE BELL LABS CHARRETTE A SUSTAINABLE FUTURE

#### Editors

Michael Calafati  
Nina Rappaport  
Richard Garber  
Richard Southwick  
Sean Khorsandi

Charrette weekend and to clarify the impact of storm about the possible cultural icon and make short, there is no shortage this challenge. This

publication illustrates the many approaches and mechanisms that could be used in combination to serve this purpose.

In order for good ideas to take hold and shape, however, they must be supported and fostered by the appropriate climate. With many of the physical constraints and possibilities of Bell Labs identified and understood, it seems that that a viable future for Bell Labs is rooted in both design innovation and in what local policy and regulation will permit. The adaptive use of existing buildings is recognized widely as one of the green movement's most effective tools and most environmentally friendly activities. Re-use scenarios will be stifled if local zoning regulations do not evolve to allow new programs. Re-use scenarios will be awkward and diminishing if character defining architectural features and the building's setting in the designed landscape are not honored and preserved. Meeting the reality of the changing marketplace by adapting Bell Labs to multiple uses while upholding the brilliance of its design can serve as a model for bringing modern buildings and sites to a sustainable future.



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