



Nuveen Real Estate Retains Top Architecture Firm, Ware Malcomb, for Redesign of Princeton Point

August 03, 2021 - Front Section

Princeton, NJ, According to Nuveen Real Estate, one of the largest real estate managers globally with approximately \$134 billion of assets under management, has retained architecture firm Ware Malcomb for the re-visioning of Princeton Point. The 440,000-s/f office complex, formerly known as 600 and 650 College Rd., is located in the heart of the Princeton Forrestal Center campus.

“We are always seeking ways to develop exceptional spaces for our tenants and differentiate our properties,” said Ines Olesen, director of New York investments at Nuveen Real Estate. “How people view and utilize the office has changed drastically over the past year and our renovations at Princeton Point are being done with those changes in mind. As we look to the future, we are thrilled to partner with the architects at Ware Malcomb to reinvigorate office life and provide our tenants with hospitality-driven work environments that foster flexibility and productivity.”

Design plans for the circa 1983 and 1999 buildings include distinct lobby and common area furniture selections that will provide both a cohesive aesthetic and seamless tenant experience. To emphasize the height of the atrium spaces, the Ware Malcomb design team is introducing dramatic lighting fixtures in each of the lobbies. Other enhancements encompass hospitality-inspired amenities, such as common area spaces for tenant use outside of designated offices.

“Ware Malcomb is proud to be part of the Princeton Point campus revitalization,” said Marlyn Zucosky, associate AIA, director, interior architecture & design at Ware Malcomb. “Our designs focus on maximizing the long-term real estate value of the office properties and creating a desirable campus environment to attract new occupants and enhance the existing tenant experience.”

At the 600 College Rd. building, the design team is creating a lobby area directly beneath the three-story atrium to establish a centrally positioned, fresh focal point. The lighting will also deliver an entry impression to further draw people into the space.

At 650 College Rd., the overall design aesthetic offers a Scandinavian modern feel, fusing lighter woods with oak tones. New colors and materials will accentuate the existing pink stone in the space, including a vibrant pattern in the tile layout selection. To achieve the goal of bringing nature inside, green walls composed of preserved moss are incorporated into the design to provide biophilic benefits and promote occupant well-being, along with a connection to the verdant trails that surround the buildings.

The redesigned tenant cafés in each building include expanded outdoor seating. Inside, built-in booths around the perimeters of the interior spaces will double as mini conference rooms or break-out spaces. The refreshed café spaces will be available throughout the day for overflow conference areas and impromptu meetings. Both areas, which for years had been limited to breakfast and lunch use, will now be multi-functional for tenants and guests to utilize at their convenience, serving as all-day amenities.

Located within Princeton University's 2,000-acre master-planned business/research campus, the buildings also feature furnished, private patios surrounded by forests, offering easy access to walking, jogging and biking trails. The complex's tenant roster includes State Street Bank, BT Americas, RCN/ Patriot Media, Saul Ewing Arnstein & Lehr, Axens NA, Coface, UnitedSiC, and Hamilton & Company. Tenant occupancy at Princeton Point currently averages at 75 %.

Princeton Point also offers immediate access to Route 1 and downtown Princeton, with close proximity to Newark Liberty International Airport, Princeton Junction Commuter Rail, retail stores, restaurants, and hotels at the Forrestal Center

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540