

NEWARK VISITOR'S CENTER

DATE: October 2009

LOCATION: Newark, New Jersey

SIZE: 36,000 SF

PROJECT DESCRIPTION: Conceptual Design and Preliminary Programming

The city of Newark, NJ has been promoting and executing an extensive master plan for redevelopment and community revitalization. As part of the Broad Street Redevelopment Plan and the Riverwalk Greenway Plan, JZA+D provided conceptual design for a new visitor's center. As the area is an entry point into Newark with a convergence of transportation services including road, rail, water, and air the center acts as a linear connector and common hub.

The center's industrial aesthetic relates to the local bridges and articulates the surrounding language of transportation by utilizing materials evident throughout Newark- steel, limestone and glass. The exterior building envelope is layered with steel lattice formed from the map of Newark. The lattice folds around the building and the inner layer of glass and limestone pavilions. The result is a dynamic structure that reflects the history of Newark while serving as a critical component of successful redevelopment. JZA+D's comprehensive plan addressed the immediate landscape with features including reflecting pools positioned in a manner that suggests the building is a bridge structure. With a curving and vanishing edge, the reflecting pool becomes a waterfall feature and backdrop for a formal entrance that queues public transportation for pick-up/drops, as well as, guiding vehicular traffic to below grade parking. By locating parking under the reflecting pool and buses at the lower level, the center offers access to the greenway and establishes a pedestrian- friendly site.

Building features include lobby/reception area, information center, interactive display area, cafe, gift shop, auditorium, conference room, office suites/lounge; gallery reception area with installation space; permanent display area, security area, and outdoor terrace. With its expanse of glass walls the interaction of light and form offers day and night views to the greenway, downtown, Ironbound, and overhead air traffic. Areas of the building that require more controlled light are located within the pavilions that upon initial view imply solid column structures. The design also incorporated sustainable features such as geothermal, and building integrated photovoltaic panels.

