

20 NASSAU STREET
Princeton, NJ 08542



Graduate
HOTELS



GRADUATE HOTEL PRINCETON | Project Team

OWNER
GPNJ OWNER LLC
133 NORTH JEFFERSON STREET CHICAGO, IL 60661
TEL 312.267.4185

ARCHITECT
STONEHILL & TAYLOR ARCHITECTS
31 WEST 27TH STREET NEW YORK, NY 10001
TEL 212.226.8898

FACADE CONCEPT DESIGN ARCHITECT
HART SHORNE PLUNKARD ARCHITECTURE
232 NORTH CARPENTER STREET CHICAGO, IL 60607
TEL 312.226.4488

LOCAL ARCHITECT
JOSHUA ZINDER ARCHITECTURE + DESIGN
20 NASSAU STREET PRINCETON, NJ 08542
TEL 609.924.5004

HERITAGE CONSULTANT
MILLS SCHNOERING ARCHITECTS
200 FORRESTAL ROAD PRINCETON, NJ 08540
TEL 609.681.2480

STRUCTURAL ENGINEER
GACE CONSULTING ENGINEERS
105 MADISON AVENUE NEW YORK, NY 10016
TEL 212.545.7878

MEP/FP ENGINEER
COLLADO ENGINEERING
445 HAMILTON AVENUE WHITE PLAINS, NY 10601
TEL 914.332.7658

LIGHTING CONSULTANT
VENTRESCA DESIGN
44-02 ELEVENTH STREET LONG ISLAND CITY, NY 11101
TEL 212.600.0033

GEOTECHNICAL CONSULTANT
GEODESIGN
60 PARK PLACE NEWARK, NJ 07102
TEL 973.803.4515

CIVIL ENGINEER
VAN NOTE-HARVEY ASSOCIATES
103 COLLEGE ROAD EAST PRINCETON, NJ 08540
TEL 609.987.2323

LANDSCAPE & PLANNING
JOHN MCDONOUGH ASSOCIATES
101 GIBRALTAR DRIVE MORRIS PLAINS, NJ 07950
TEL 973.222.6011

PARKING & TRAFFIC
BFJ PLANNING
115 FIFTH AVENUE NEW YORK, NY 10003
TEL 212.353.7477

ADVENTUROUS JOURNEY'S MISSION
IS TO HUMANIZE HOSPITALITY
THROUGH HANDCRAFTED PROJECTS
– MADE BY PEOPLE, FOR PEOPLE –
THAT EVOKE EMOTIONAL
CONNECTIONS AND BECOME
BACKDROPS FOR ENRICHING LIFE
EXPERIENCES AND
DEFINING MOMENTS

AJ DEVELOPMENT EXPERIENCE: TRANSFORMATIVE RENOVATIONS

SOHO HOUSE CHICAGO
Built: 1908

Transformation of the Chicago Belting Factory
into a hotel and private social club

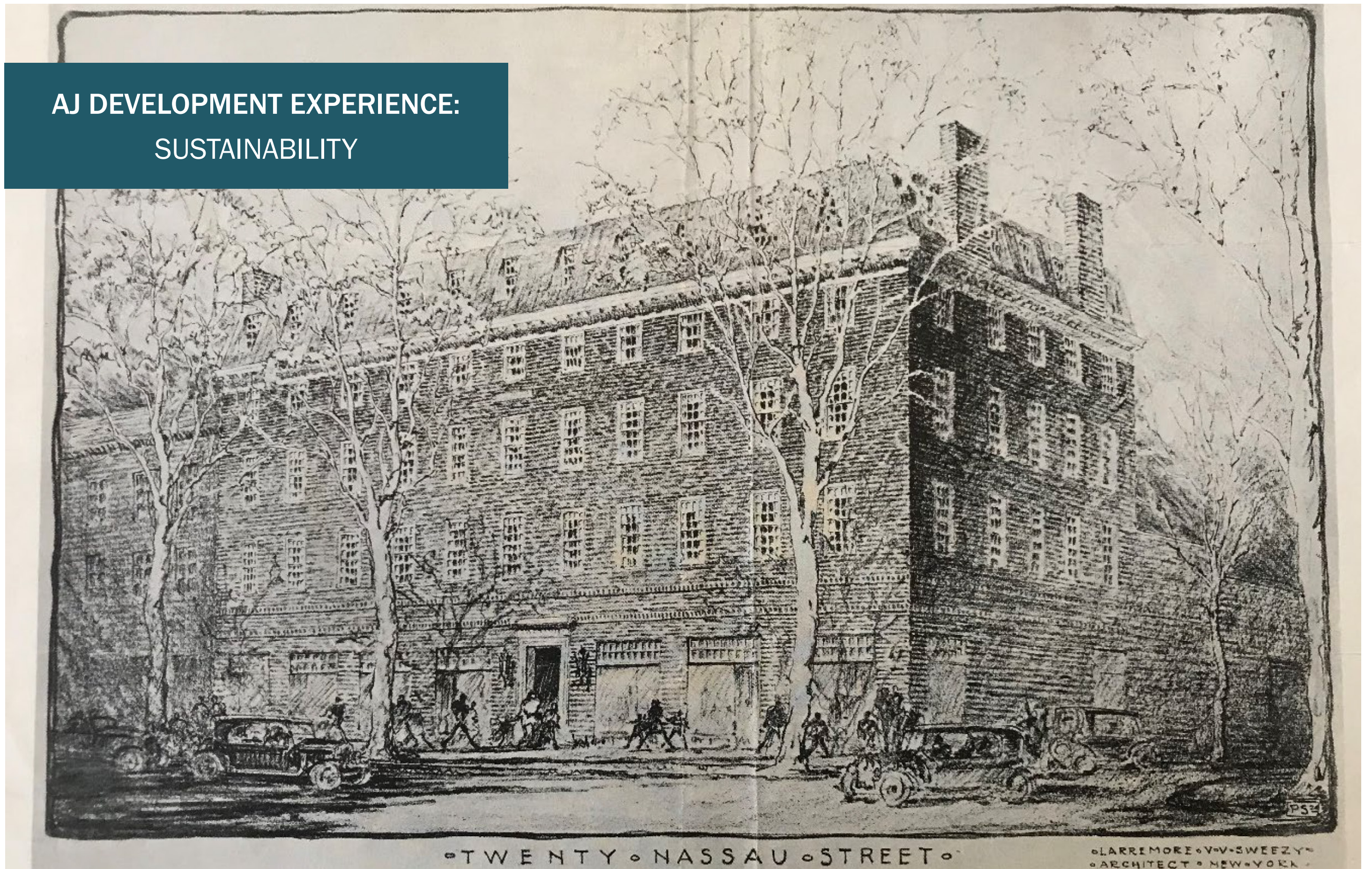
Originally built in 1908 as the Chicago Belting Factory the loft-style was transformed into hotel and private social club with exquisite food and dining options, including 40 guest rooms, two public restaurants, a full floor fitness center, spa, 40 seat screening room.

TRANSFORMATIVE RENOVATIONS

AJ Capital has significant experience with historic renovation projects, including the rehabilitation of the 120 year-old Chicago Athletic Association into a boutique hotel and food and beverage destination, a conversion of a belt factory into a Soho House private members club in Chicago, and the ongoing repurpose of the May Hosiery sock mill in Nashville, TN into a Soho House private members club and adjacent ground up development. Most recently, AJ acquired the Rusacks Hotel in St. Andrews, and the Marine Hotel in North Berwick. Both premier Scotland settings directly alongside the oldest golf courses in the world and with panoramic views over the North Sea.

PROPERTY	LOCATION	PROPERTY TYPE	SCOPE
Chicago Athletic Association	Chicago, IL	Hotel	Historic Renovation
Chicago Soho House*	Chicago, IL	Club/Hotel	Historic Renovation / Adaptive Reuse
Graduate New Haven	New Haven, CT	Hotel	Historic Renovation
Graduate Palo Alto	Palo Alto, CA	Hotel	Historic Renovation
Marine Hotel and Spa	North Berwick, Scotland	Hotel	Historic Renovation
Nashville Warehouse Co. & Soho House	Nashville, TN	Residential, Office, Retail and Club/Hotel	Historic Renovation / Adaptive Reuse / Ground-Up
New Orleans Soho House	New Orleans, LA	Club/Hotel	Historic Renovation / Adaptive Reuse
Pontchartrain Hotel	New Orleans, LA	Hotel	Historic Renovation
Portland Soho House	Portland, OR	Club/Hotel	Historic Renovation / Adaptive Reuse
Rusacks Hotel	St. Andrews, Scotland	Hotel	Historic Renovation / Ground-Up
The San Francisco Armory	San Francisco, CA	Mixed-Use	Historic Renovation / Adaptive Reuse

AJ DEVELOPMENT EXPERIENCE: SUSTAINABILITY



SUSTAINABILITY | Green Operating Initiatives

At Graduate Hotels, we have a strong commitment to environmental sustainability, and have successfully implemented numerous eco-friendly operational practices and “green” initiatives across our collection of hotels.

SAMPLE GREEN OPERATING INTIATIVES

GO GREEN PROGRAM

The Graduate Go Green Program is designed to promote Graduate Hotels’ commitment to conserving energy and the environment by offering guests an incentive to forego housekeeping during multi-night stays.

REUSABLE COFFEE MUGS FOR OUR COFFEE SHOPS

Bespoke reusable mugs designed by our creative team are available for purchase at our properties. Each mug entitles its owner to 50% off drip coffee at our shops year-round.

MADEWELL BLUE JEANS GO GREEN POP-UP

Our hotels host donation sites with clothing company Madewell to support their Blue Jeans Go Green™ campaign, which recycles previously used denim into housing insulation.

ECO-FRIENDLY HOTEL PRACTICES

- ✓ Environmentally friendly cleaning chemicals
- ✓ Low flush toilets
- ✓ LED lightbulbs
- ✓ Reusable toiletry dispensers
- ✓ Recycling programs
- ✓ Bike rental programs
- ✓ Public transit supplements for hotel associates



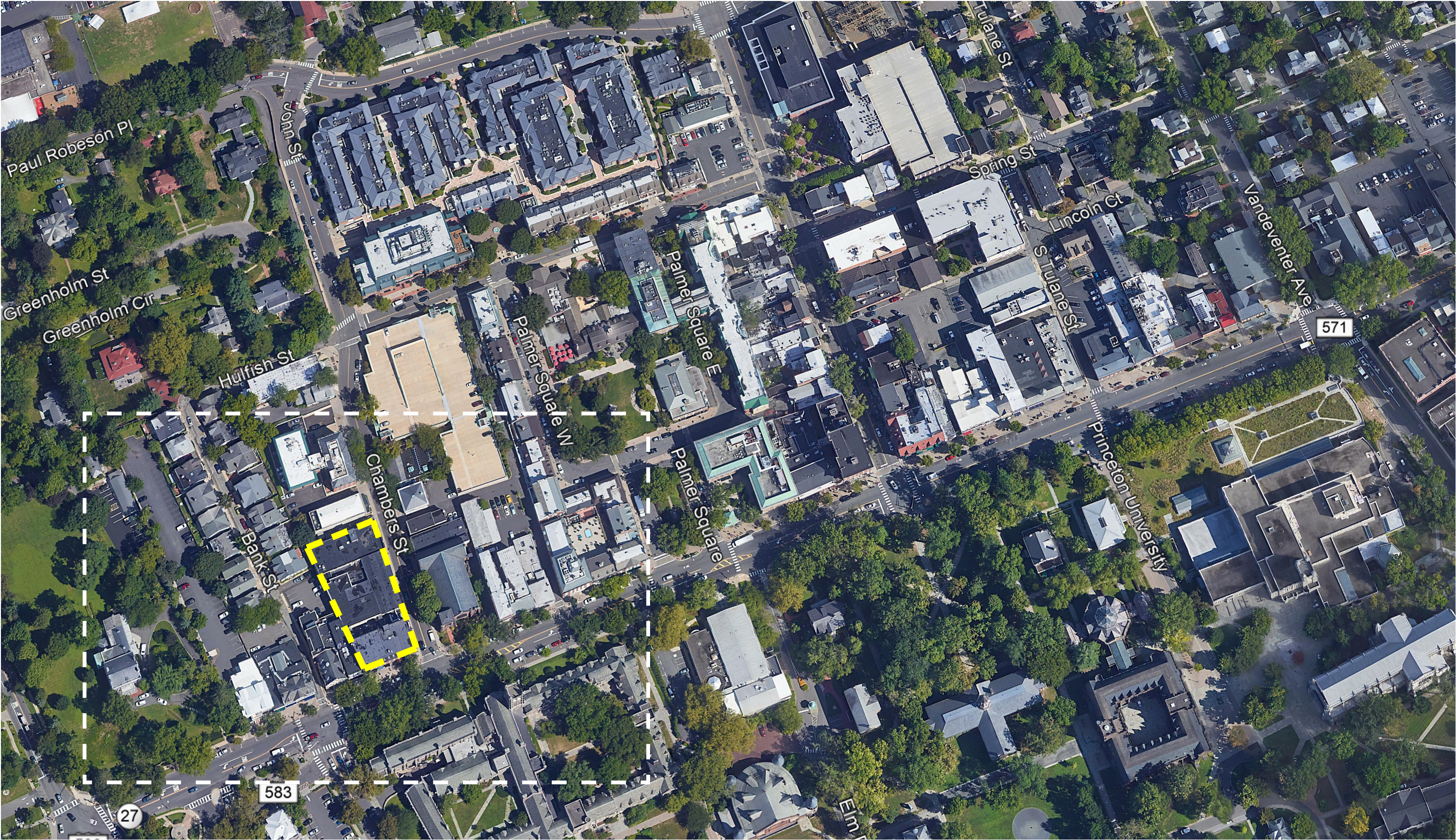
AJ Capital has deep experience with developing projects to LEED design standards and plans to incorporate numerous green building and sustainability solutions in the development of Graduate Princeton.

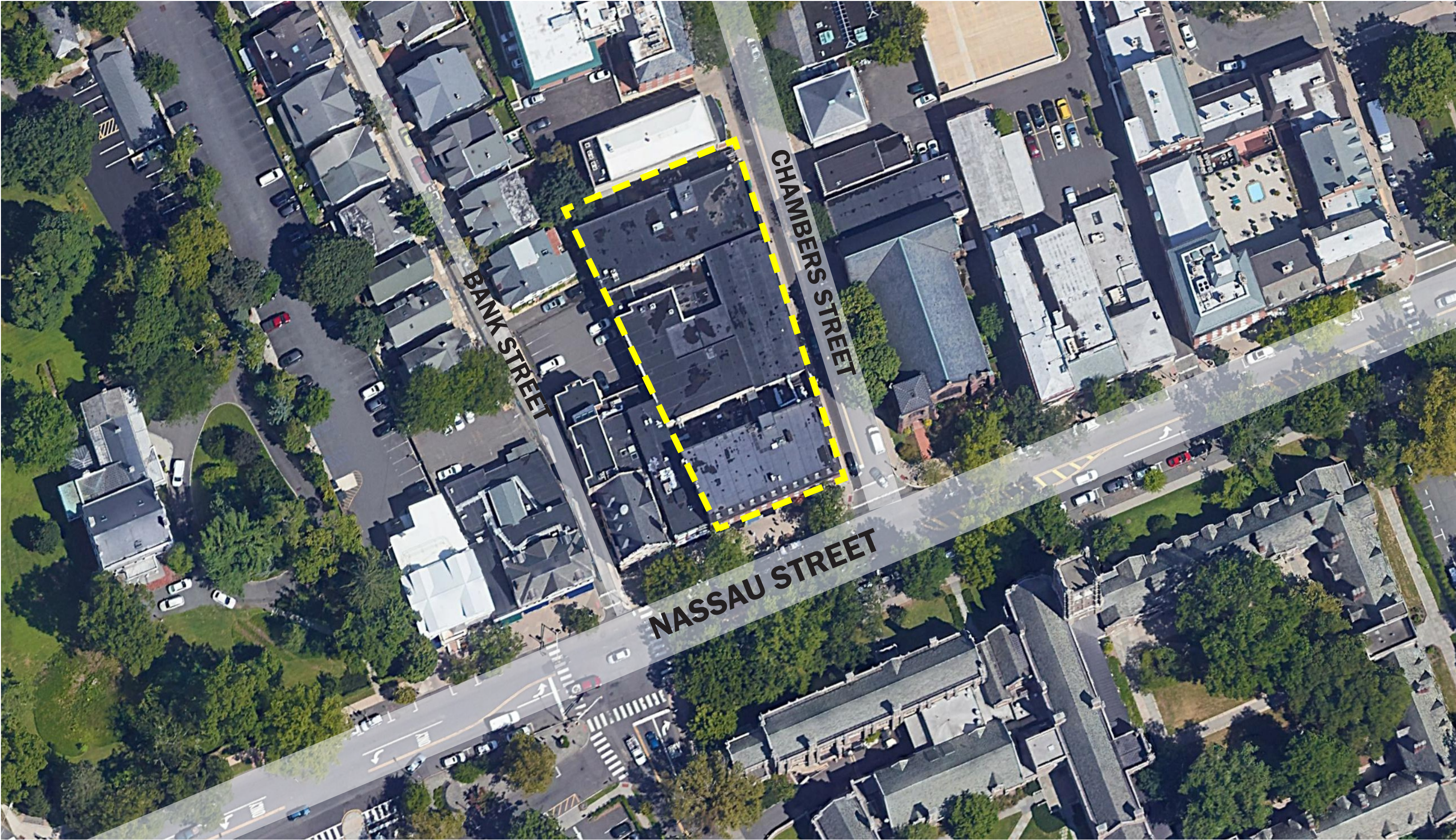


Graduate Princeton Sustainability:

- Designed to LEED Silver standards
- Water efficient plumbing fixtures
- Energy Star appliances and equipment
- Low VOC paints and low-emitting materials
- Separate collection and storage containers for waste and recyclables
- Food waste composting
- Free bike rentals/bike storage
- Electric vehicle charging station (Qty 2)
- Walking distance to downtown Princeton
- Bank Street permeable surface improvements (tree planting)
- Adding new street tree in empty tree pit along Nassau
- Stormwater management cover
- Green roof
- Native, disease resistant, low maintenance plantings not reliant on pesticide or fertilizer
- White colored roof membrane
- Minimized light pollution with 0% up light
- Louvered walls/ screens to mitigate light pollution from parking/drive through area
- Demolition & Construction Waste Management Plan, Construction Activity Pollution Plan, and Noise & Dust Mitigation Plan for construction phase

SITE CONTEXT | Princeton, New Jersey





SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Nassau Street

SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Nassau Street

SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Nassau Street

SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Chambers Street

SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Chambers Street

SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Chambers Street

SITE CONTEXT | Existing Conditions Photographs



KEY PLAN
View from Bank Street

SITE CONTEXT | Existing Conditions Photographs



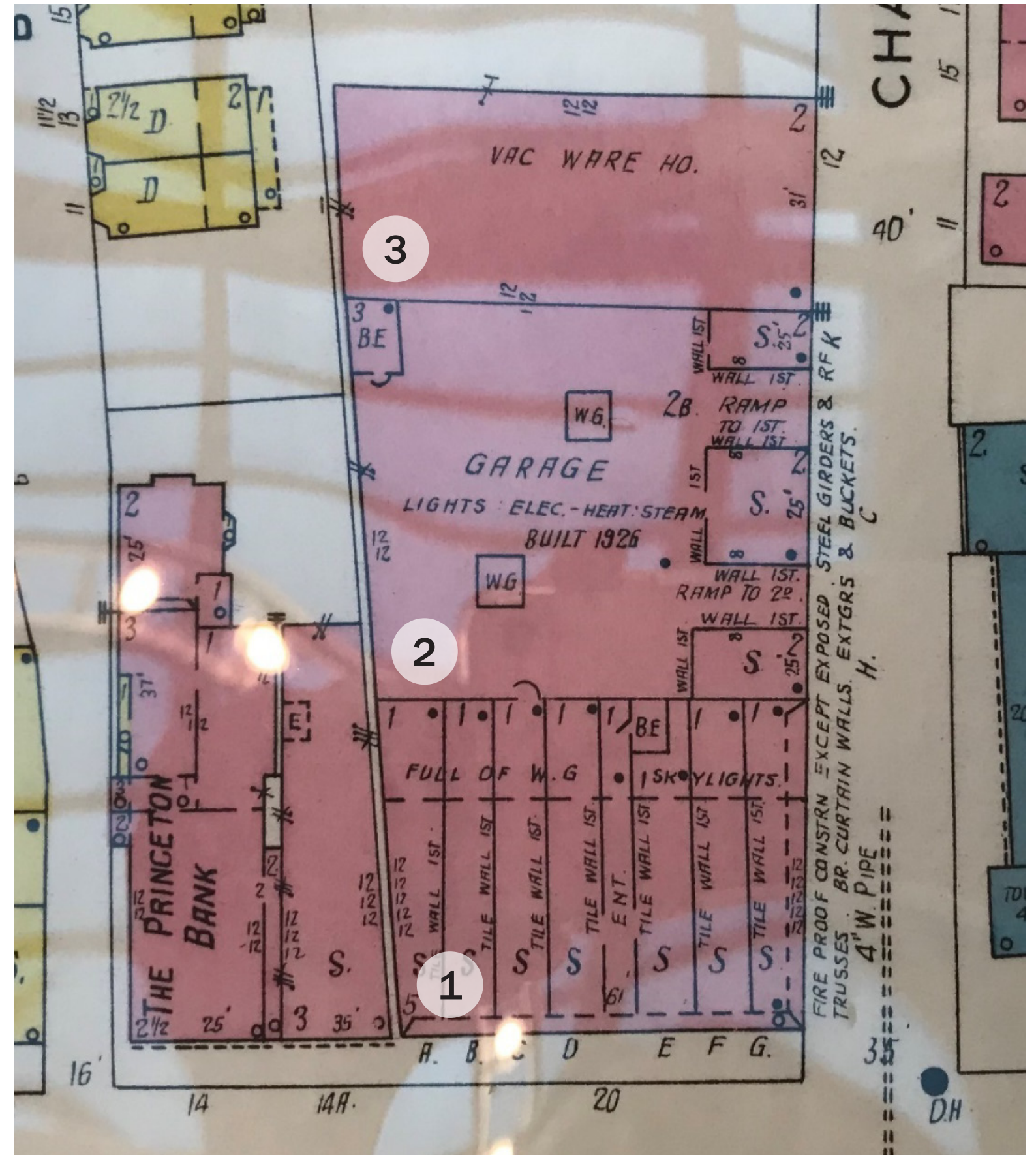
KEY PLAN
View from Bank Street

PRESERVATION PLAN | History and Significance

Twenty Nassau Street is located in Princeton's Central Historic District and also within two New Jersey and National Register-listed districts: the Princeton Historic District and the King's Highway Historic District.

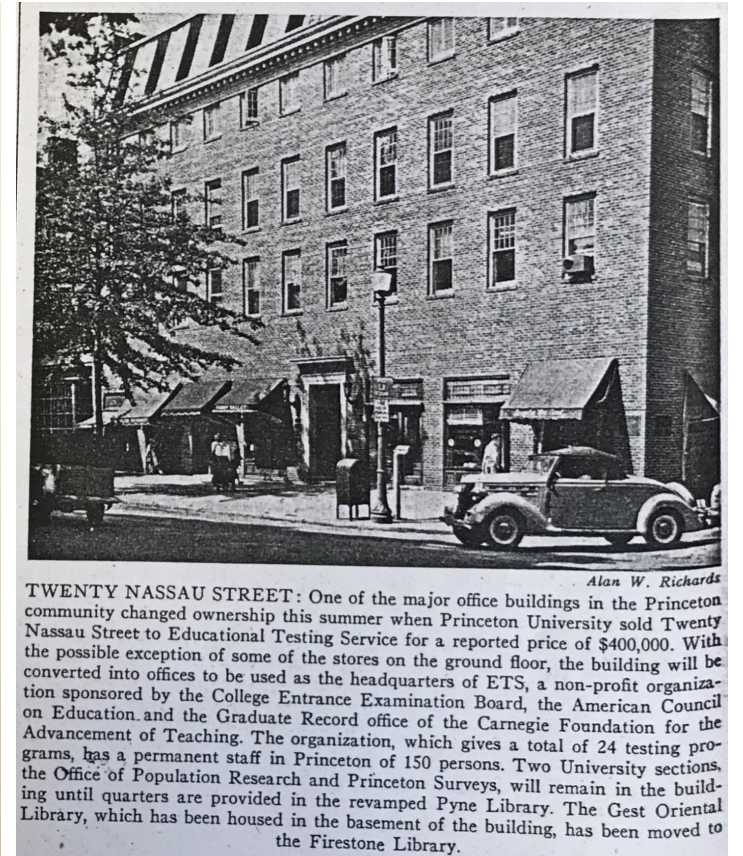
The building originally consisted of three distinct segments as shown on the 1927 Sanborn Fire Insurance map (right):

- 1) the five-story, rectangular main block along Nassau Street
- 2) an attached, two-story garage structure along Chambers Street
- 3) a two-story warehouse attached to the north side of the garage on Chambers Street



Refer to Mills + Schnoering Architects' Preservation Plan

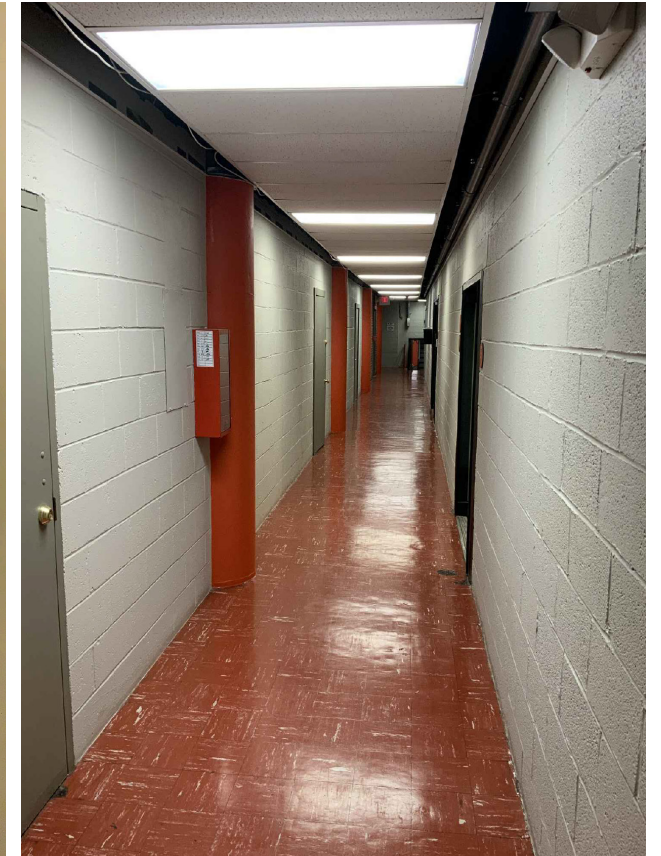
PRESERVATION PLAN | 20 Nassau Street



The main block facing Nassau street is a brick, Colonial Revival structure with multi-paned wood windows, dentilled cornice, and mansard roof with deck. It has a high level of architectural integrity with little alterations to the exterior and interior over time. This part of the structure is meant to have architectural primacy, and it presents a well-scaled, welcoming facade to Nassau and Chambers Streets.

Refer to Mills + Schnoering Architects' Preservation Plan

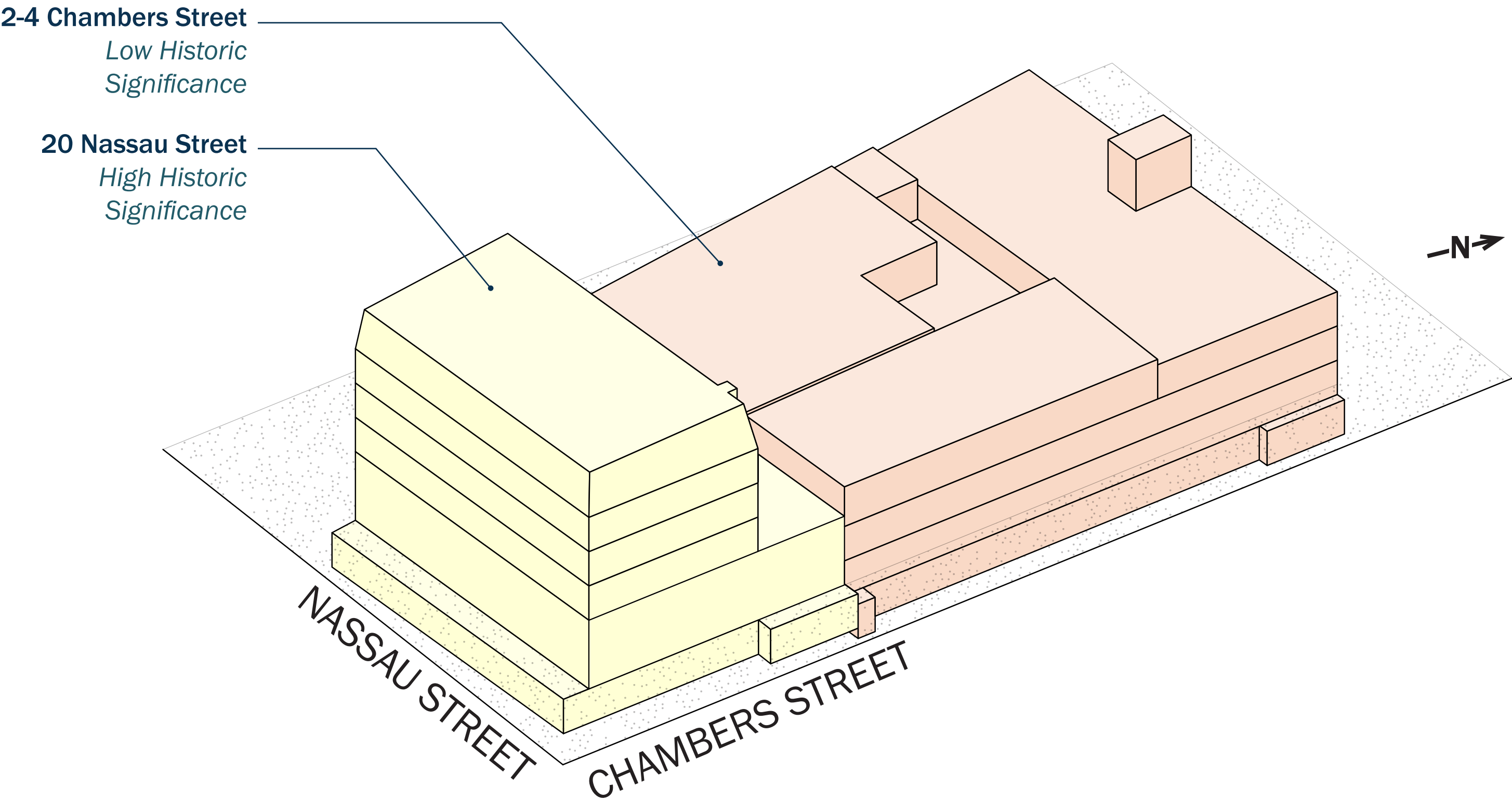
PRESERVATION PLAN | 2-4 Chambers Street



The lower-scaled structures along Chambers Street were working buildings at the outset with very simple architectural details. These structures have been heavily altered both internally and externally and have a low level of architectural integrity. The corridor system is circuitous and confusing. There was and is very little fabric of architectural interest or historic significance in the section of the building, and the integrity is low.

Refer to Mills + Schnoering Architects' Preservation Plan

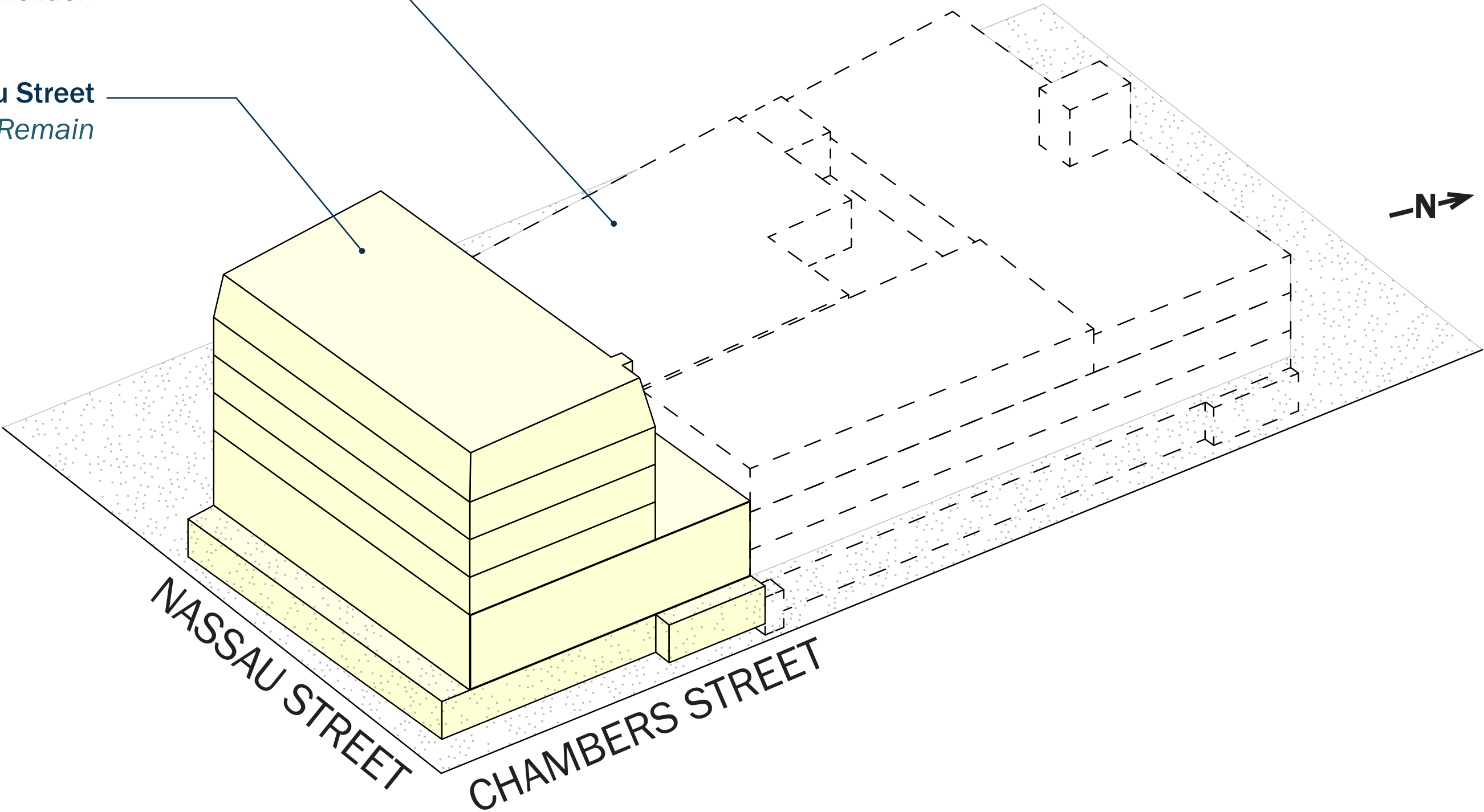
MASSING DIAGRAMS | Existing Building

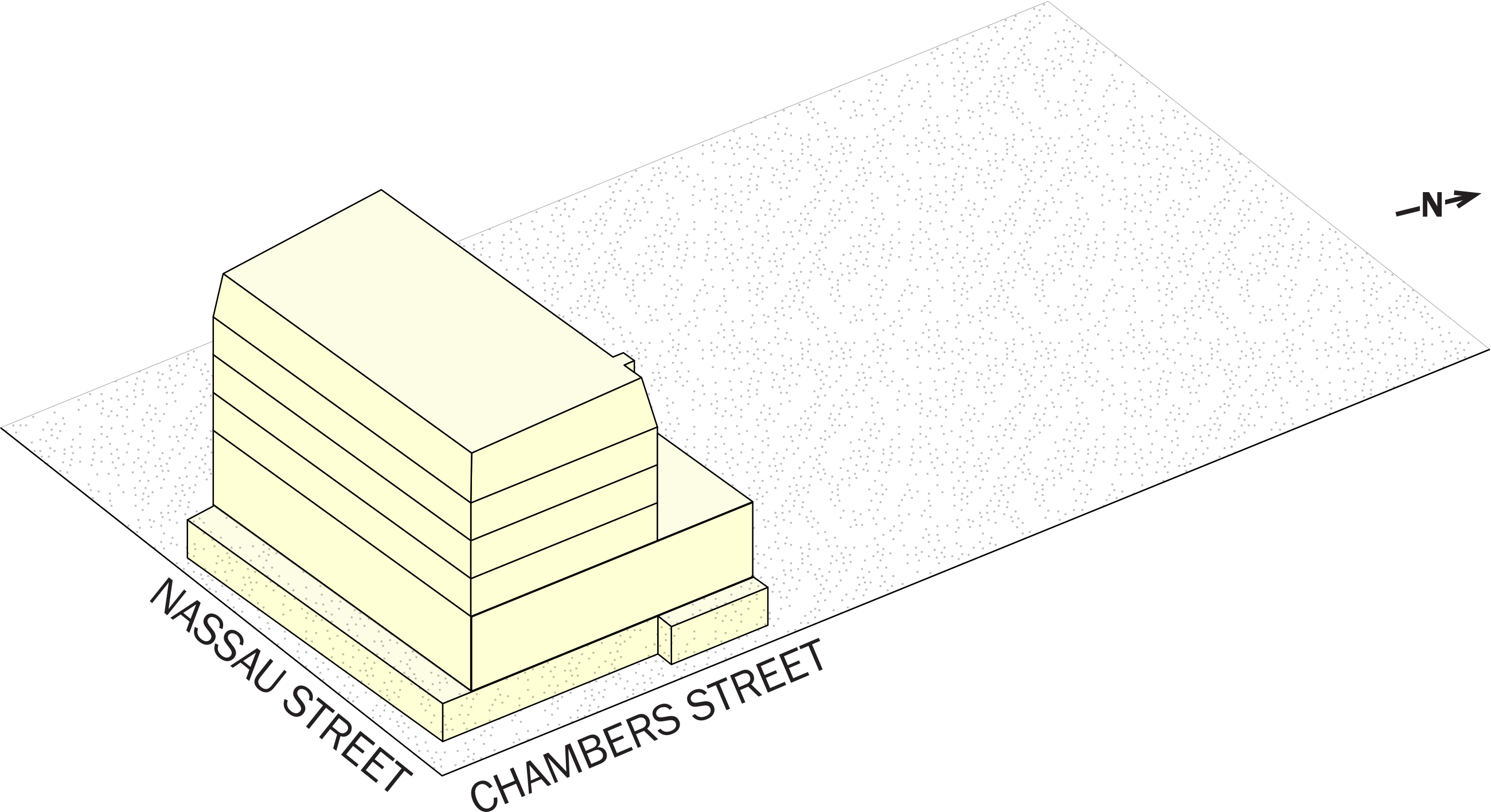


MASSING DIAGRAMS | Proposed Demolition

2-4 Chambers Street
Proposed Demolition

20 Nassau Street
Existing to Remain





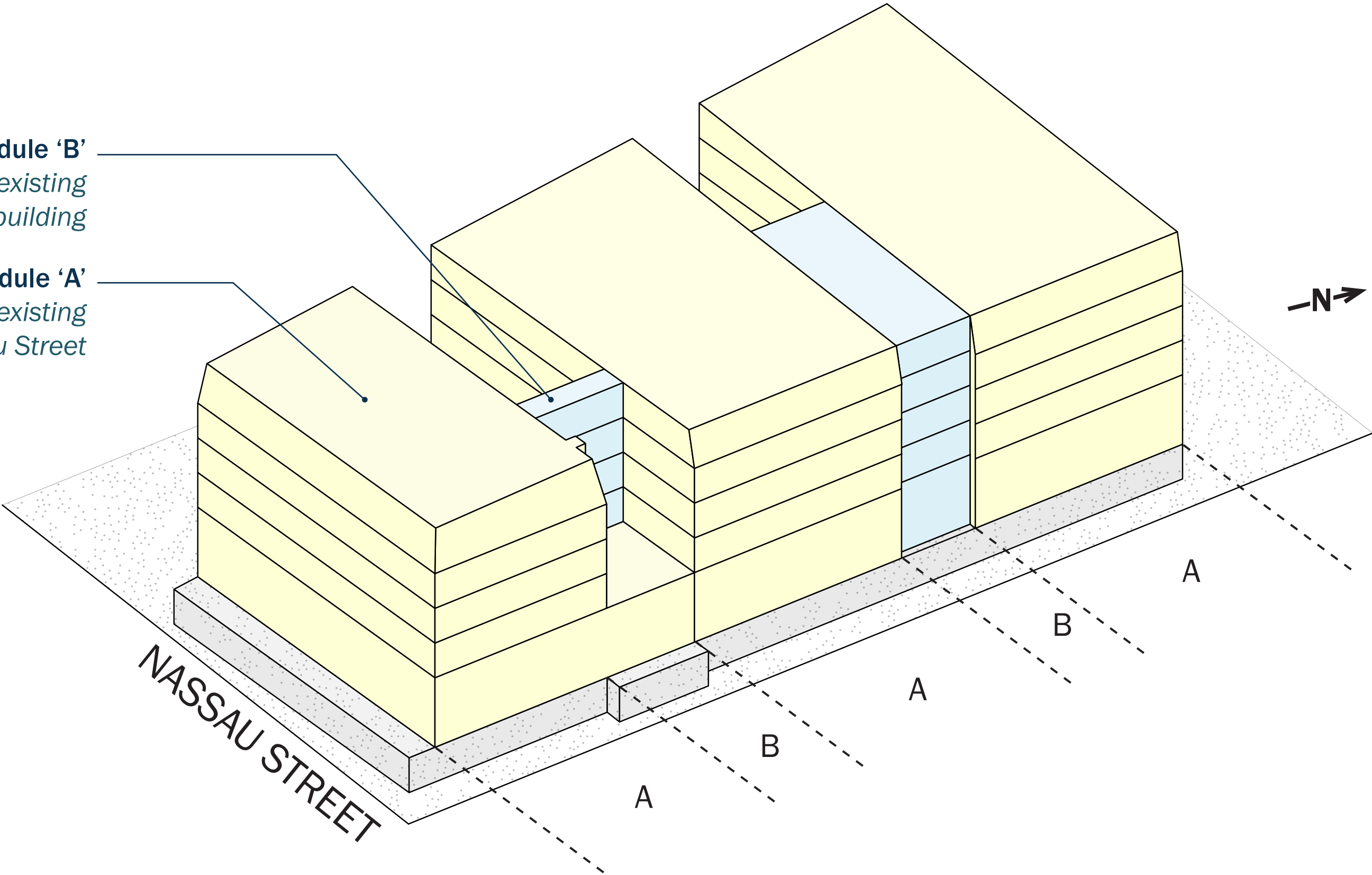
MASSING DIAGRAMS | Design Concept

Secondary Module 'B'

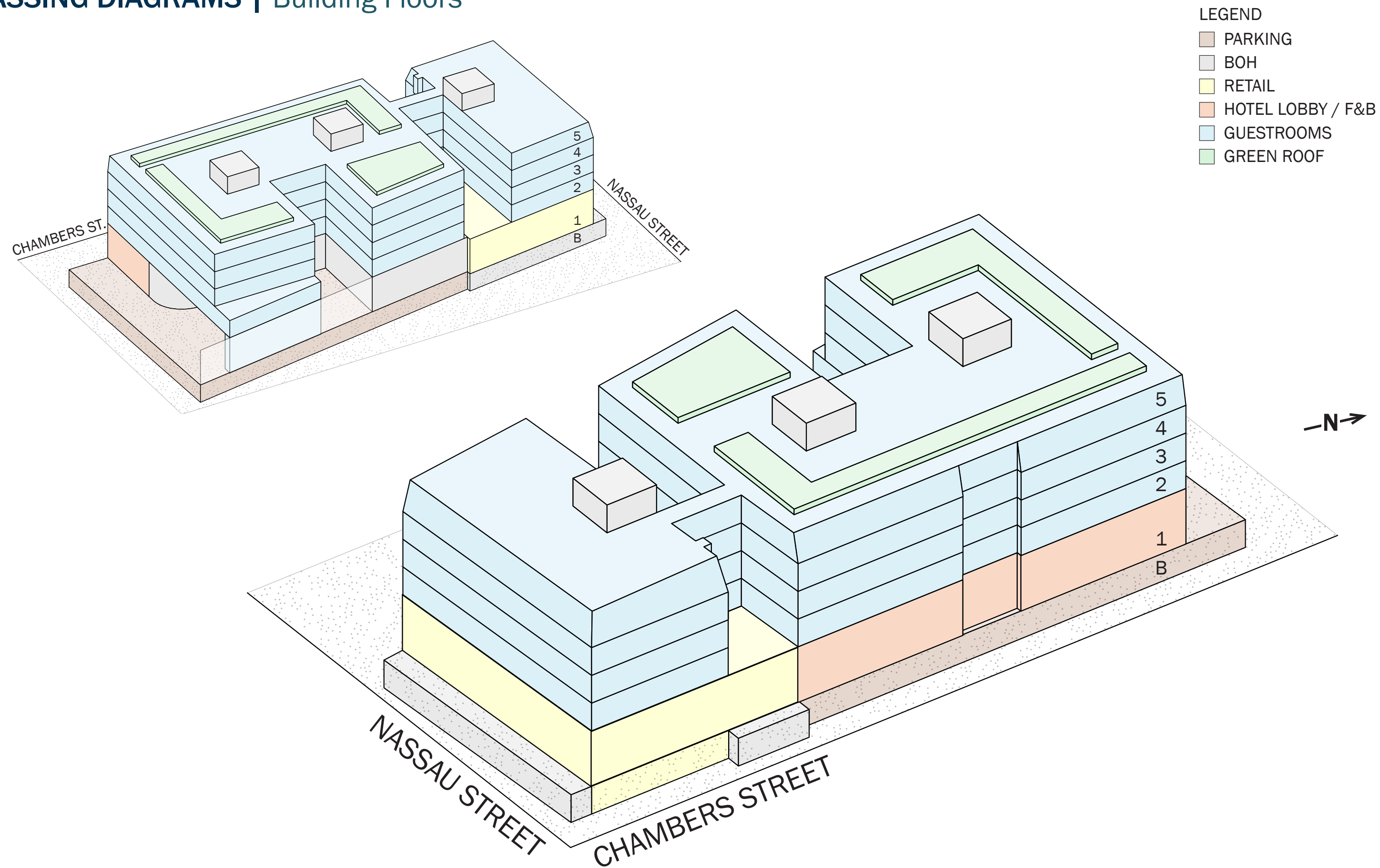
*link between existing
and new building*

Primary Module 'A'

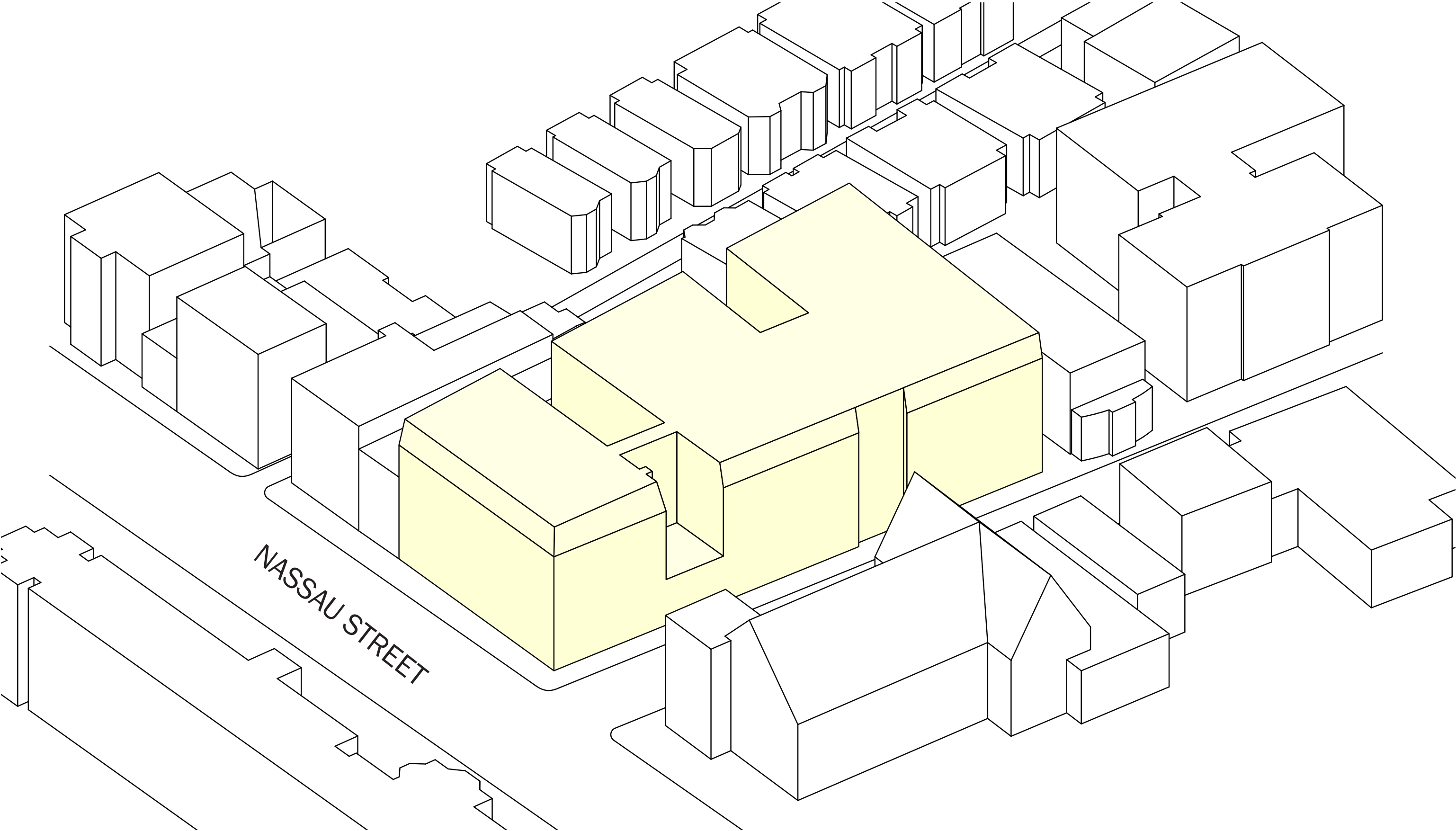
*derived from existing
20 Nassau Street*



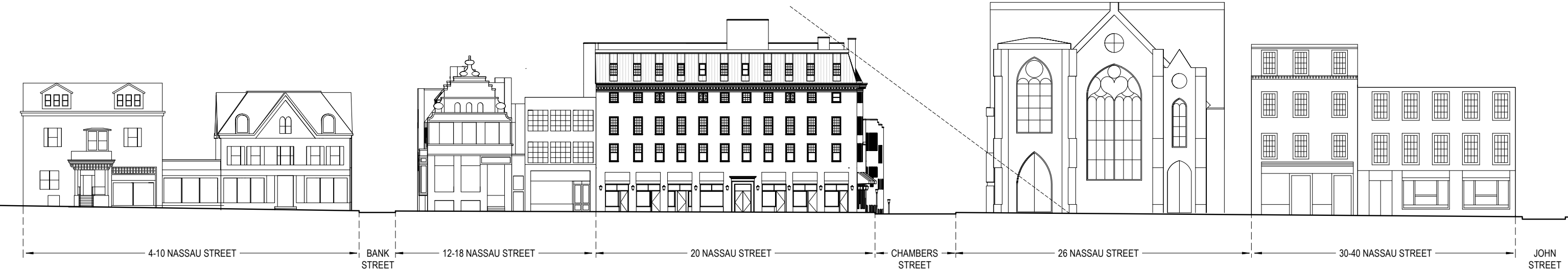
MASSING DIAGRAMS | Building Floors



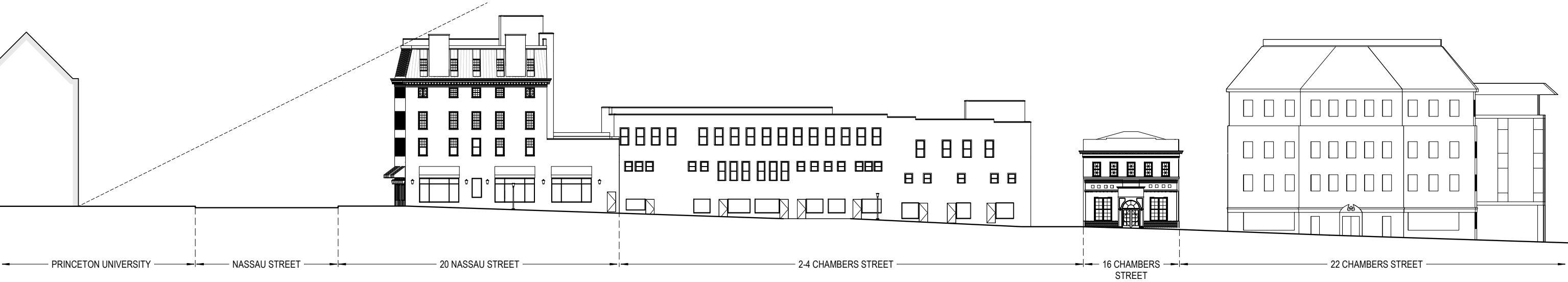
MASSING DIAGRAMS | Graduate Princeton Context



HISTORICAL STREETSCAPES | Existing Building

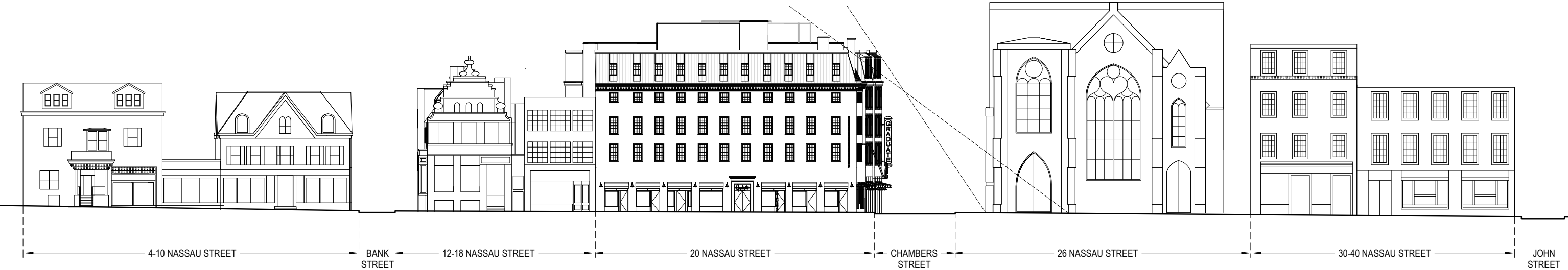


Nassau Street Context Elevation



Chambers Street Context Elevation

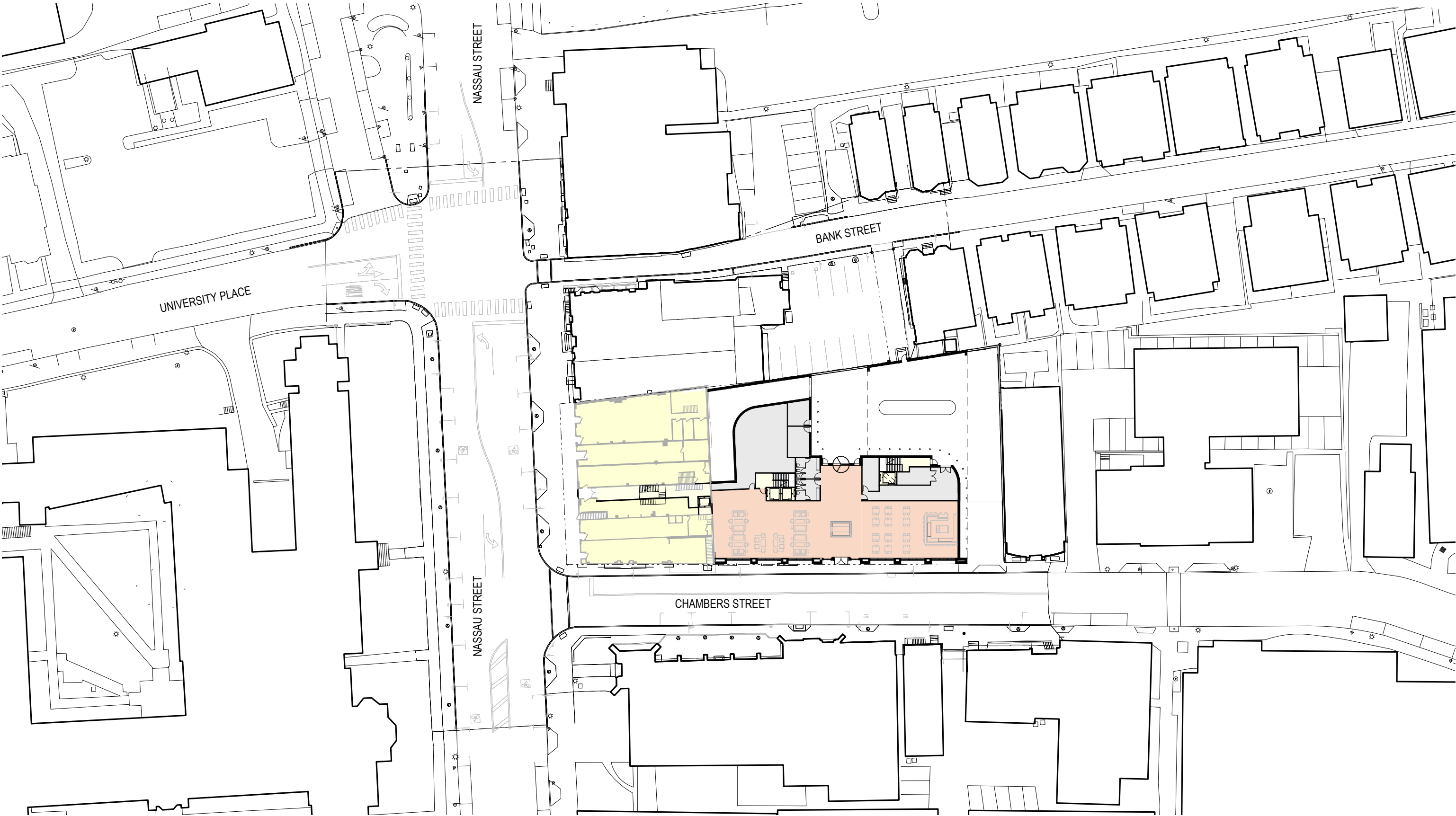
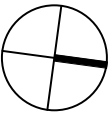
HISTORICAL STREETSCAPES | Proposed Building



Nassau Street Context Elevation

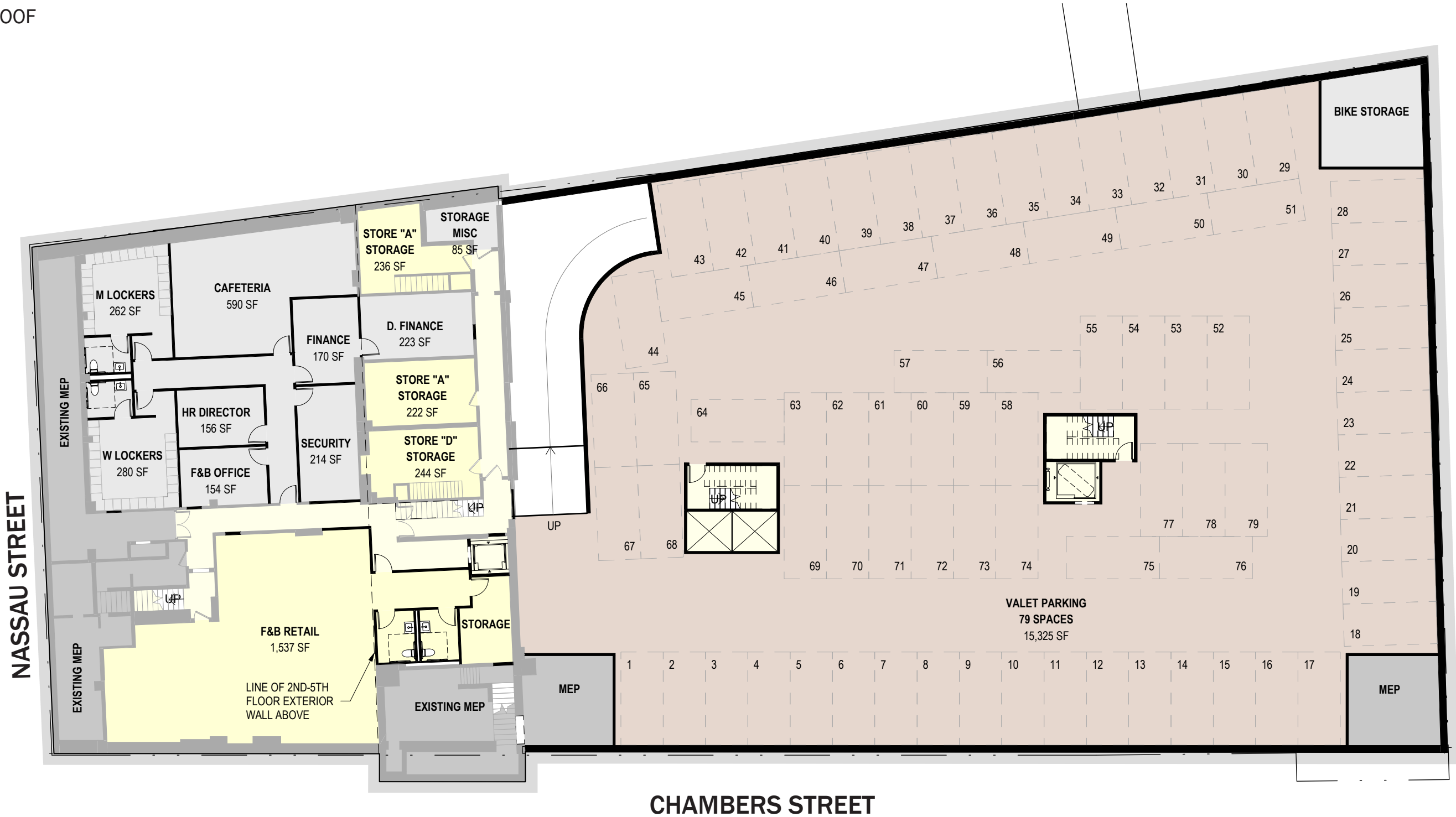
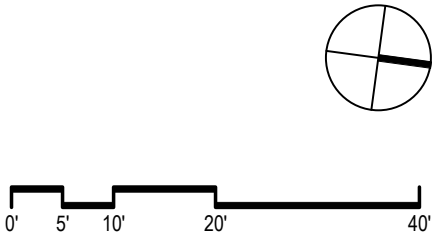


Chambers Street Context Elevation



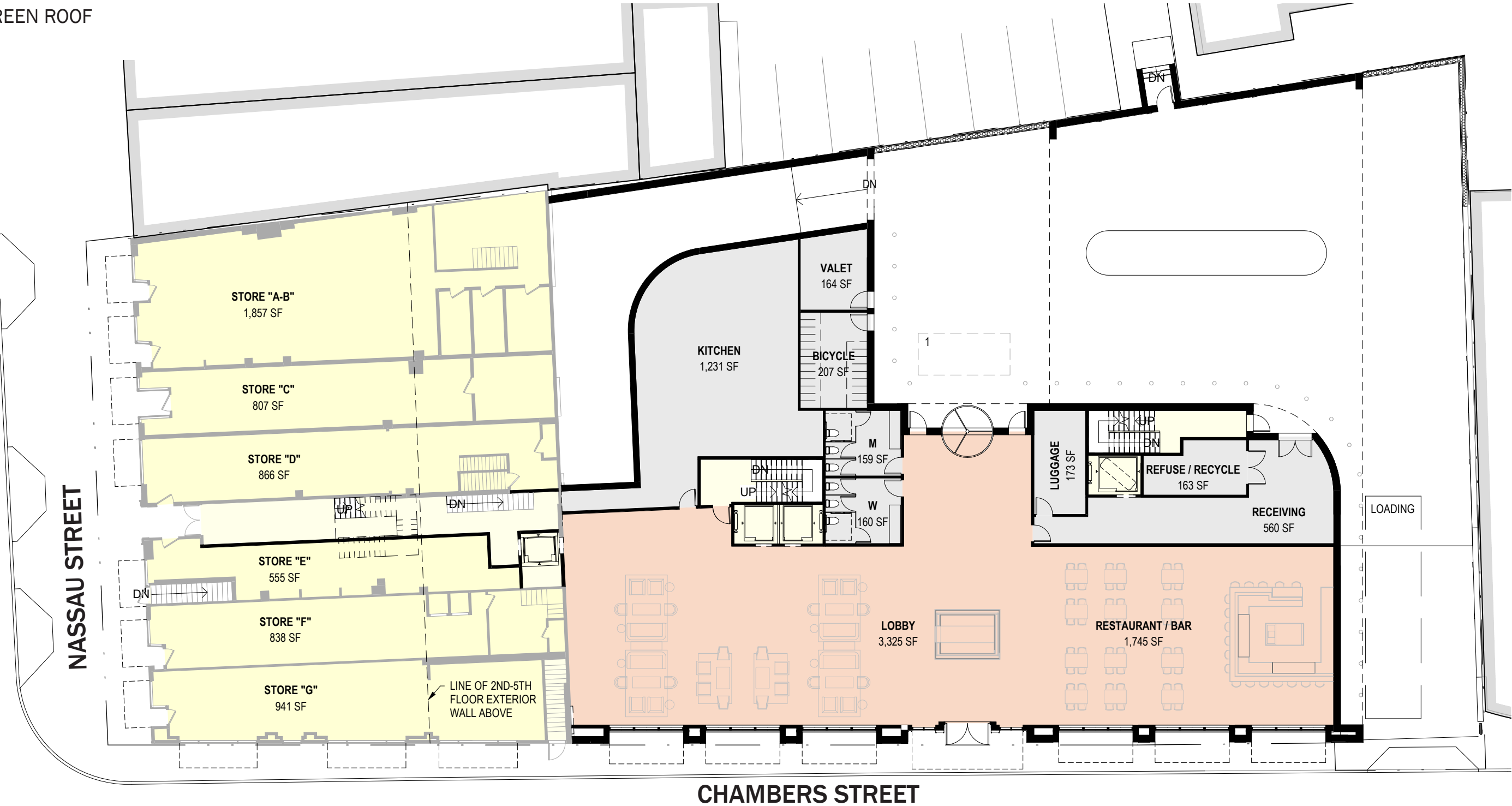
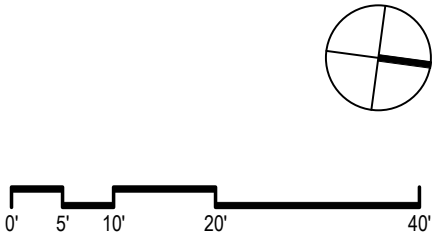
FLOOR PLAN | Basement

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



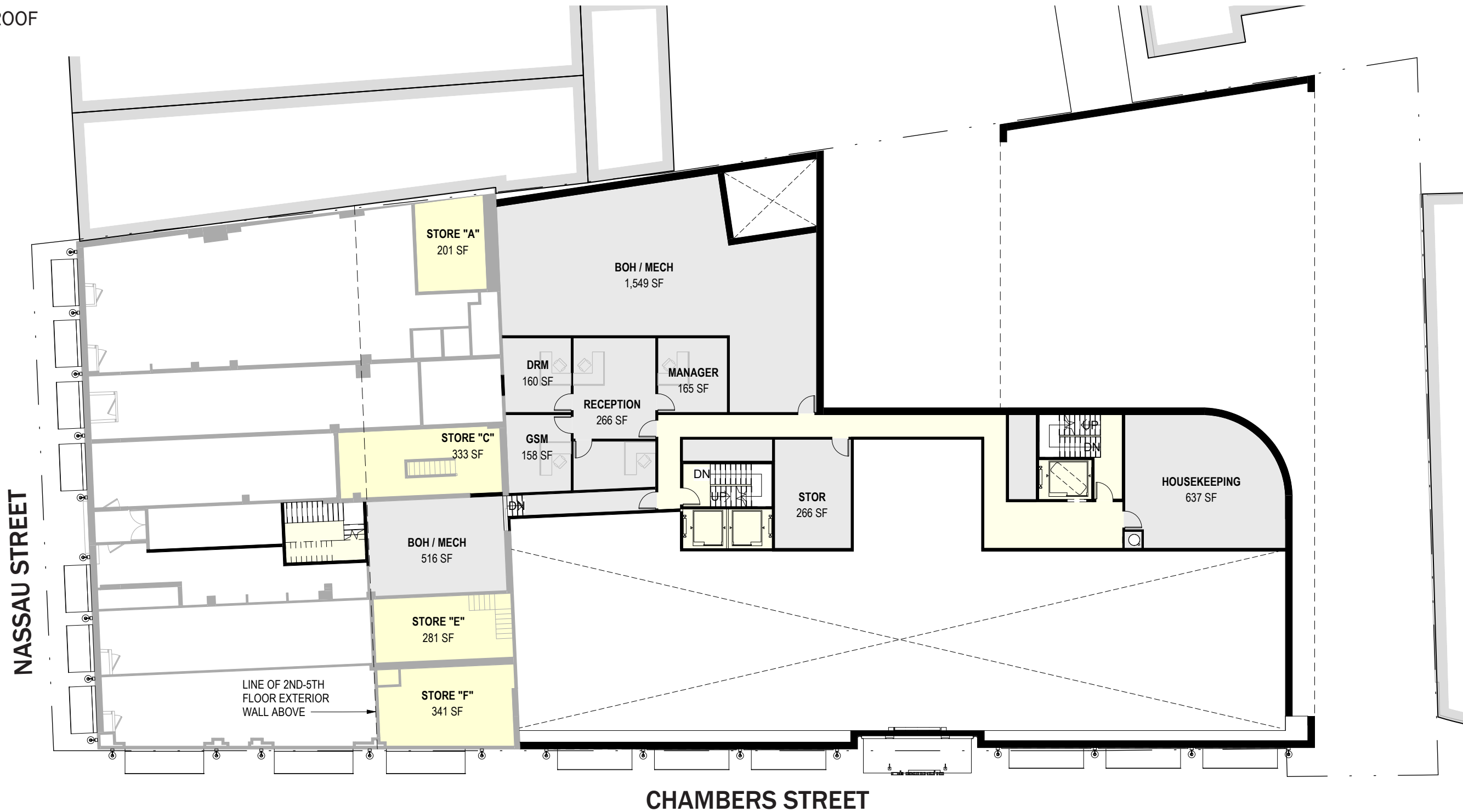
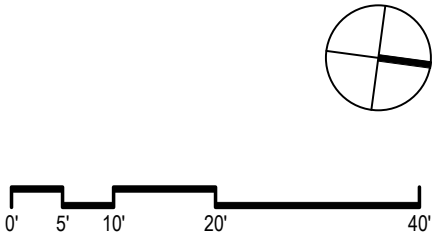
FLOOR PLAN | 1st Floor

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



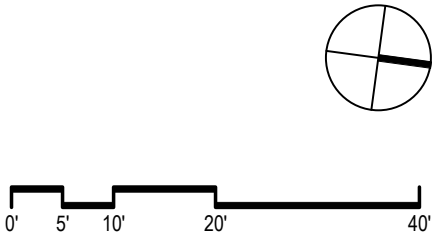
FLOOR PLAN | Mezzanine

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



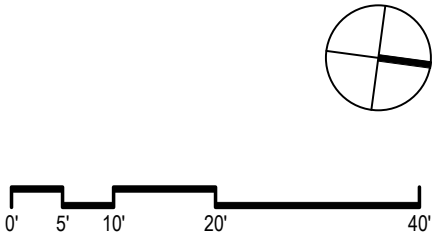
FLOOR PLAN | 2nd Floor

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



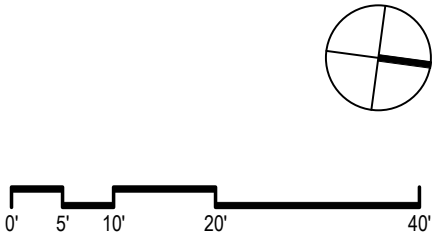
FLOOR PLAN | 3rd Floor

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



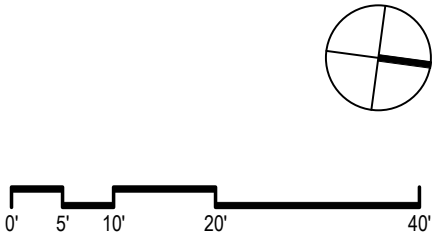
FLOOR PLAN | 4th Floor

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



FLOOR PLAN | 5th Floor

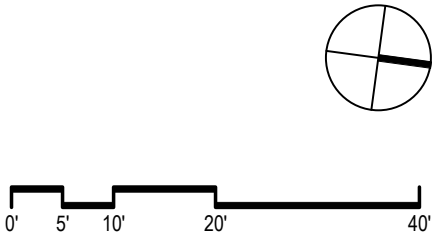
- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



CHAMBERS STREET

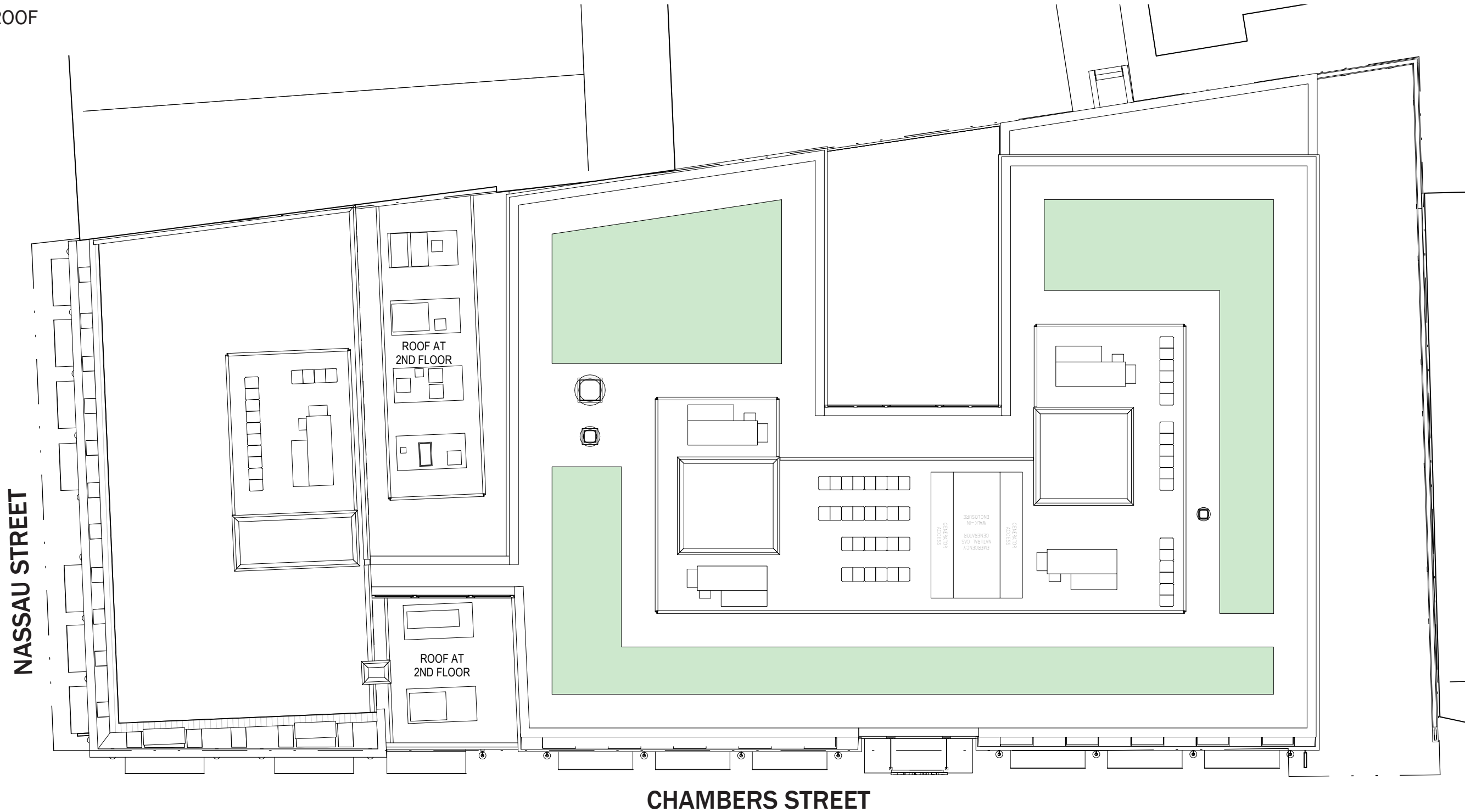
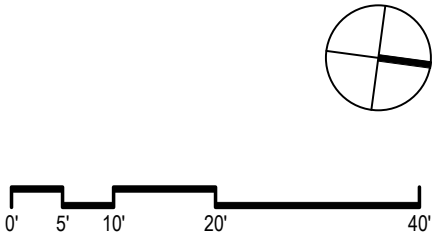
FLOOR PLAN | Roof

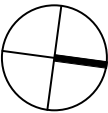
- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF



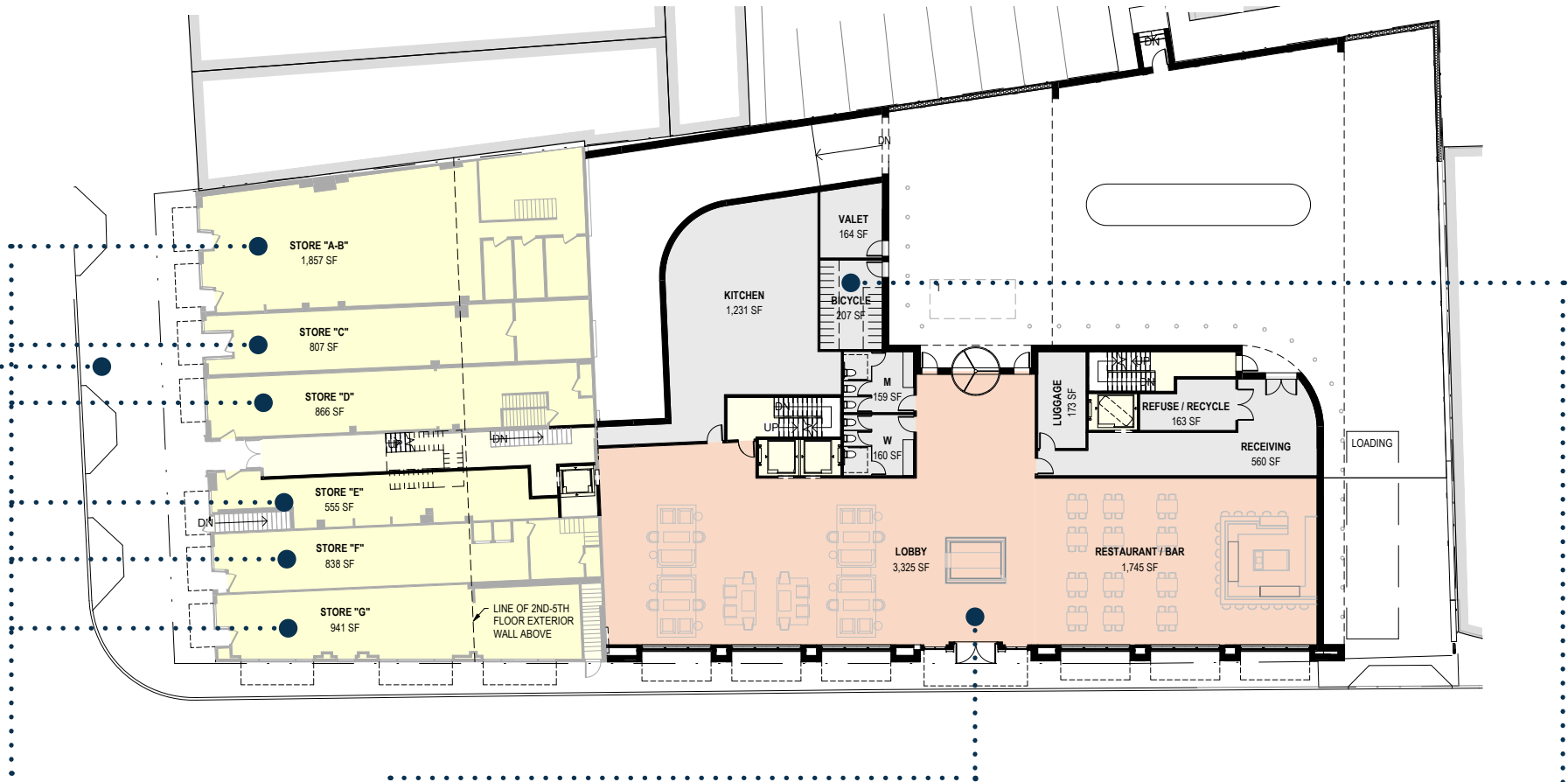
FLOOR PLAN | Overall Roof

- LEGEND
- PARKING
 - BOH
 - RETAIL
 - HOTEL LOBBY / F&B
 - GUESTROOMS
 - GREEN ROOF





Sidewalk Bicycle Racks



Existing Businesses to Remain



Hotel Lobby, Restaurant, and Bar



Rentable Bikes (20 Vertical Spaces)
Additional Bike Storage in Basement

GREEN ROOF SYSTEM | Modular Tray Roof Garden



Extended Service Life

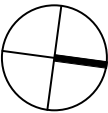


Stormwater Management



Reduced Urban Heat





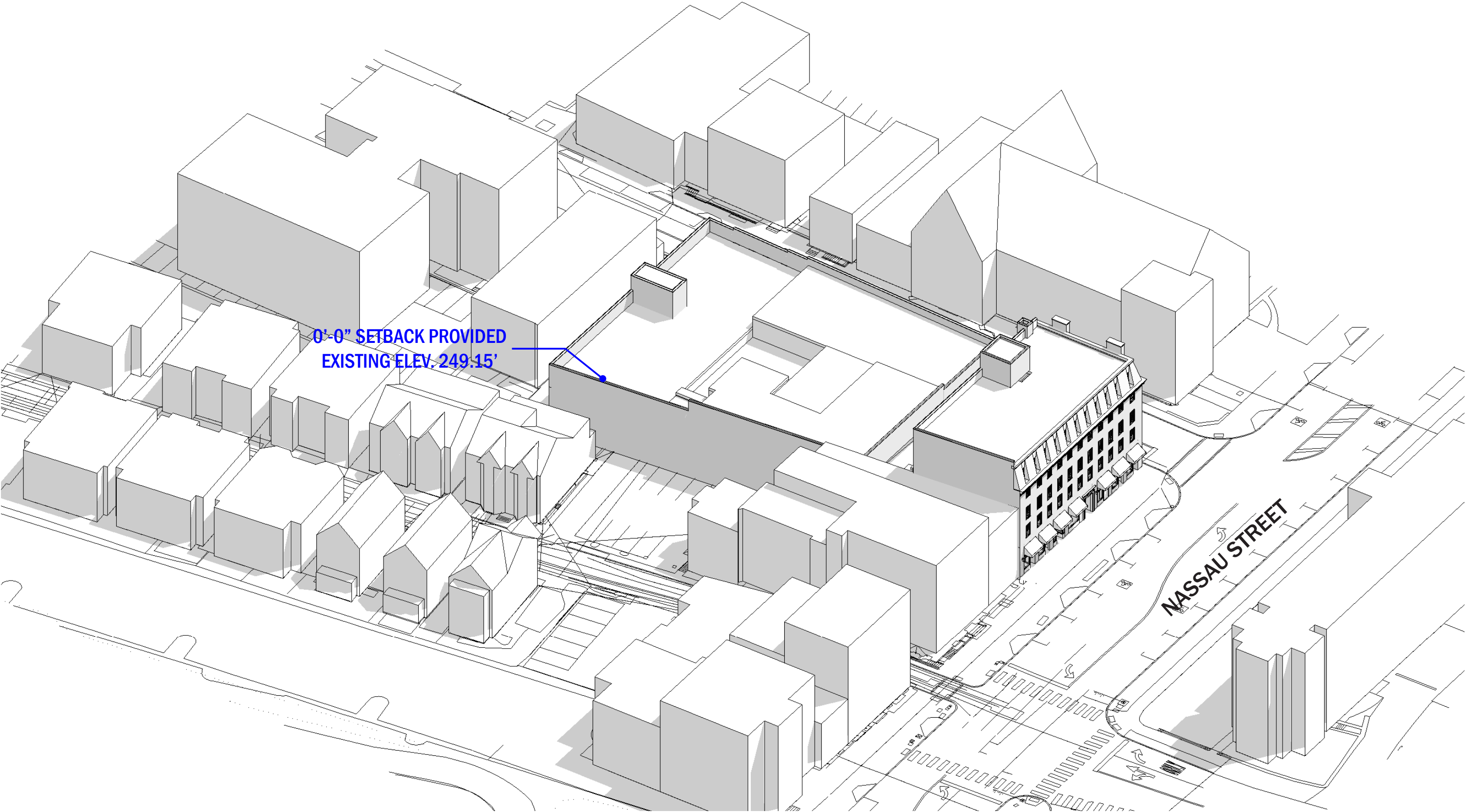
PARKING TODAY AND IN THE FUTURE		
	Existing Building	Future Building
Parking Demand (per zoning)	214	180
Parking Demand (10 am to 5 pm)	214	99
Parking Supply	0	80
Parking Shortage (per zoning)	214	100
Parking Shortage (10 am to 5 pm)	214	19
Downtown Parking Improvement (10 am to 5 pm)		195

***The Existing Building holds a variance for the required 214 parking spaces.**

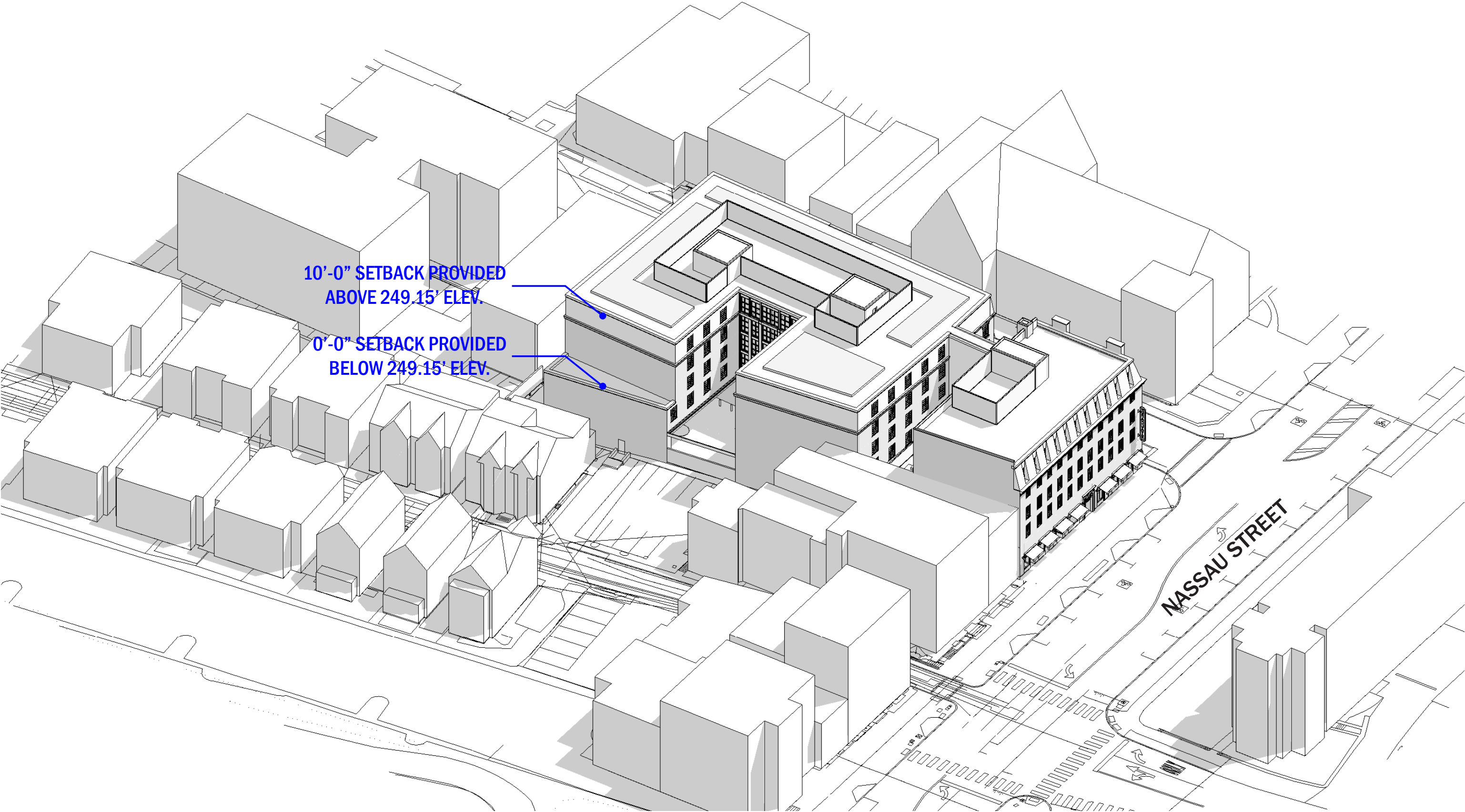
****The Downtown Parking Improvement of 195 is equivalent to adding 195 parking spaces in Downtown Princeton.**



FAR BUILDING MASS | Existing Site Context



FAR BUILDING MASS | Proposed Site Context



FAR BUILDING MASS | Sun Shading Diagrams - Summer Solstice (8:30 am - 5:30 pm)



Site Shading with Existing Building



Site Shading with Proposed Building



FAR ANALYSIS | CB District Density



FAR ANALYSIS | CB District - Existing



FAR ANALYSIS | CB District - Proposed



BUILDING COMPARISON | Before



BUILDING COMPARISON | After



BUILDING COMPARISON | Before



BUILDING COMPARISON | After



BUILDING COMPARISON | Before



BUILDING COMPARISON | After





THANK YOU

