

THE INSTITUTE FOR ADVANCED STUDY
OFFICE OF THE DIRECTOR
PRINCETON, NEW JERSEY

FOR THE FILE

Meeting of the Special Land Development Committee:

Tuesday, December 5, 1978

1:00 - 3:00 pm

Hemisphere Club

Dining Room D

47th floor

Time-Life Building

New York, New York

THE INSTITUTE FOR ADVANCED STUDY

PRINCETON, NEW JERSEY 08540

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THE DIRECTOR

17 November 1978

Memorandum

To: Members of the Special Land Development Committee
From: Harry Woolf *HW*
Subject: Articles in the Princeton Press

The attached articles have appeared in the local press with reference to our proposed land development plans and to the role of Venturi and Rauch in the development of Palmer Square. Mr. Venturi looked at our land this week; as you know, he will be giving us a presentation at our forthcoming meeting.

cc: J. Richardson Dilworth
Howard C. Petersen
Ralph Hansmann
Frank Taplin
John Hunt, Secretary
Richard Weinstein

Borough Retains Philadelphia Planning Firm To Guide Development of Palmer Square Area

The firm of Venturi and Rauch of Philadelphia will be retained at a \$45,000 fee by the Borough to serve as urban planning consultants for the four-project package in the Palmer Square area.

Council was scheduled to introduce the required bond ordinance Tuesday night. Work will begin "as soon as possible," Mayor Robert W. Cawley said, with completion in March.

The firm, which has a wide reputation as an avant-garde group of architects and planners, has asked for an initial research phase, when it will examine plans and documents, and a second public-meeting phase.

The consultants have also asked the Borough to name a broad-based committee of 15 to 20, including representatives of Palmer Square, Inc., Princeton Community Housing, Inc., the Public Library and Borough officials who have worked on the parking garage. Those are the four

projects planned for the Palmer Square-library area. In addition, the committee will include residents of affected neighborhoods. Mayor Cawley said he would name the group next week.

"We hope Venturi and Rauch will develop superior planning ideas and help us interact with the community," Mayor Cawley said. "Those are the two things we value most."

He added that Mary Yee, one member of the firm's team, is an architect whose specialty is dealing with small, neighborhood groups. "She gets out and rubs elbows with people," the mayor commented.

Ms. Yee is, incidentally, a Princeton University graduate, the mayor said. So is her associate, James Schmidt, and the head of the firm, Robert Venturi. Denise Scott Brown—Mrs. Venturi—will be project manager for the job, the mayor said.

TOWN TOPICS, Wednesday, November 15, 1978

Institute Considers Housing On Sites Along Quaker Road

Houses may be built on some of the 288 farmland acres owned by the Institute for Advanced Study in the south-west part of the Township along Quaker Road.

"We have no intention of selling anything," emphasized Institute Director Harry Woolf, commenting on reports of housing construction. But he did not rule out the possibility that the Institute will hang onto its land, and put houses on it. "We are exploring all our assets -- land, endowments, buildings -- but we've made no commitment," he said.

In 1960, when the Institute first expressed interest in the Eno and Updike farms on Quaker Road, Dr. J. Robert Oppenheimer, who was then director of the Institute, said in a letter to the owners that the Institute wanted to buy the land "solely with the idea of protecting the Institute from any construction that might be undesirable in the neighborhood of the Institute buildings and land."

The two farms were bought

by the Institute in the late 1960s.

The Updike farm consists of 132 acres plus 45 acres of meadowland. The Eno farm has 111 acres. Amos Eno farms on a rental basis from the Institute, and Earl Tindall farms the Updike property on a similar basis.

New Jersey law allows a tax break to the owners of working farms. The Updike parcel is assessed at \$66,300, or slightly over \$500 an acre. The Institute would have to pay taxes on an assessment almost ten times that much, if the vacant land were assessed at market value for development.

The Institute also has another 284 acres, this parcel in tax-exempt open space. The Appellate Court ruled, in 1977, that Princeton Township could not collect taxes on this land because the Institute is a non-profit corporation and the land -- the Institute woods -- is used by the public. The State Supreme Court declined to review the case.

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To: Land Development Committee of the Board of Trustees
From: Richard Weinstein *RW*
Re: Institute for Advanced Study

This will confirm that the Land Development Committee and Collins Development Corp. will meet to interview architects on Tuesday, December 5th from 1-3 in the Hemishpere Club, Dining Room D, Time-Life Building, 47th floor. The direct phone number is 489-2856.

cc: J.Hunt ✓