Liberty Plaza highlights Devco’s greatest strengths: foresight and planning rooted in an intricate understanding of New Brunswick and the greater economic forces that drive its market potential. This successful mixed-use facility located in the heart of the city’s district further transformed the landscape of the downtown area by drawing nearly 500 jobs and increasing the municipal tax ratable of an entire city block by 300 percent.

This new office and retail complex also bolstered the healthcare industry’s presence in New Brunswick, and built upon Devco’s prior investment in the nearby Cultural Center and Civic Square Districts.