Rockoff Hall encompasses 186 apartment suites, a significant street level retail presence with national retailers, and additional space for Rutgers to utilize for student life activities. The downtown site ensures that student residents have direct access to bus routes running between Rutgers’ campuses, as well as proximity to all the amenities of the downtown.

The multiple-use nature of the design meets the commercial, residential, and parking needs of the community while securing the economic feasibility of the project. Sold to McKinney Properties in 2013, Rockoff continues to thrive as a preferred residence for Rutgers Students.