

Central Valley Brownfield Development Area (Orange-West Orange)



AERIAL MAP FOR THE
LOCATION OF
BROWNFIELD DEVELOPMENT AREA
CITY OF ORANGE, ESSEX COUNTY, NEW JERSEY


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What is the Central Valley?

- ◆ Located in central Essex County, New Jersey, the Valley neighborhood is comprised of approximately forty blocks in two municipalities, the southwestern portion of Orange and southeastern portion of West Orange.
- ◆ In 1780, the western portion of Newark was named Orange for the British prince, William of Orange. Twenty-six years later, in 1806, Orange split from Newark and became a separate municipality. Later, in the early 1860s, Orange divided into East Orange, West Orange, South Orange, and Orange.
- ◆ Originally, the Valley area of Orange was called Freemantown. It comprised the industrial heart of Orange, with the majority of the industry located in the 12-block area bounded by Central Avenue, Valley Road, Nassau Street, and Scotland Road.
- ◆ A rail connection in 1836 led to a boom in industries in the area. The Valley area became a widely traveled route between Pennsylvania and New York. The abundance of Hemlock trees and tannic acid helped the tanning industry flourish. Shoe and boot manufacturing was very successful in the area until after the Civil War, when machines replaced hand labor. The high quality of water in Orange also produced a number of breweries in Orange.

- 
- ◆ The Valley was the hat-making capital of the world between 1870 and World War I. The area had 21 hat-making companies by 1892, and 35 by 1900. The Stetson Hat Company began in the Valley on the corner of Mitchell and South Jefferson streets, but later moved to Philadelphia with many other hat-making companies. The largest hat-making firm was F. Berg & Company, located at the corner of South Jefferson and Nassau streets. Hat-making companies relocated over the years, and by the Great Depression there were none left in the Valley.
 - ◆ The Valley suffered further deterioration and disinvestment since the Depression. In the 1950s, 1960s, and 1970s, much of the remaining industrial base left the area. The biggest employer, the Monroe Calculating Company, was sold and closed in the 1950s. In 1977, the Reingold Brewery closed and over 700 unionized workers lost their jobs. Orange's neighbors, East Orange and Newark, shared similar problems on a larger scale. Orange's workable size of 32,000 people provides an opportunity for the community to work together to meet these challenges.
 - ◆ The housing stock is mainly late 19th century single-family worker housing.
 - ◆ Its residents are racially diverse and most households are low and moderate income.













Housing and Neighborhood Development Services, Inc.



What HANDS, Inc. brought to the table...

- ◆ Record of success & growing community trust
- ◆ Community mobilization – common vision
- ◆ Excellent resource-access skills
- ◆ Regional perspective not bound by municipal boundaries
- ◆ Political savvy – Abandoned Properties Rehabilitation Act



Development of The Valley Arts District

The original Valley Plan collaborators include:

- The Valley Neighborhood Preservation Program (NPP) Advisory Committee
- South Ward Valley Homeowners Association
- The Edward J. Bloustein School of Planning and Public Policy at Rutgers University , Graduate Planning Studio, Fall 2002.
- Seton Hall University Center for Public Service- Community Cultural Needs Assessment for the Valley Arts Project, November 2003
- New Jersey School of Architecture and NJIT – Graduate Design Studio – Spring, 2002
- Orange Urban Enterprise Zone Montclair State University Institute for Community Studies- Summer 2002
- Citizens gathered under the banner of *Orange Model City*- 2010 in June, 2001







VALLEY ARTS DISTRICT OPEN STUDIO STROLL

Saturday and Sunday 11 to 6, October 10 - 11
Jefferson Street, Freeman Street, Tompkins Street, Valley Road

FREE

www.valleyarts.org



arts unbound

JERRY'S artist outlet



Hamstock Music Fest

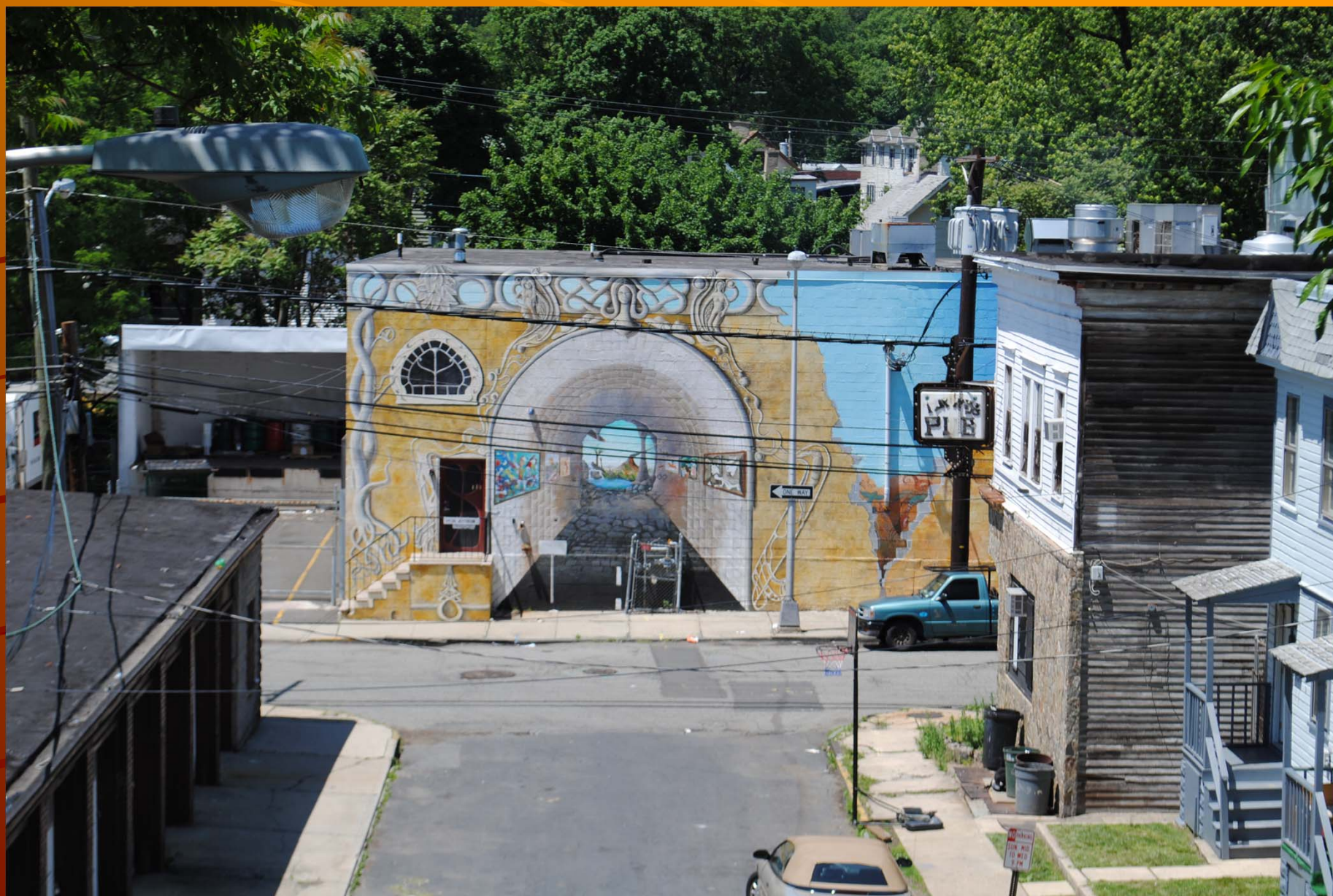


Wear-Zedger









Central Valley BDA

The Orange-West Orange Central Valley Brownfield Development Area represents the old industrial core of the larger Valley neighborhood.

- ◆ Steering Committee includes municipal representatives, HANDS, property owners, developers, county representative, community/resident representatives
- ◆ 27 sites: commercial, industrial and vacant lots
 - Preliminary Assessment/Site Investigation underway on 5 sites
 - Remedial Investigation underway on 8 sites
 - Remedial Action underway on 3 sites
 - 4 sites No Further Action approved
 - All but 5 sites have some sort of environmental investigation underway
- ◆ \$574,588 in HDSRF municipal grants approved for 8 Central Valley Brownfield Development Area sites to date
- ◆ \$97,630 in HDSRF grants approved to HANDS for the Berg Hat Factory

The Brass Company

Freeman & South Jefferson
Streets, Orange



Old & New Buildings

- Artist Lofts (live/work)
- African Art Importer
- Architectural Molding & Mural Design Company



Arts Unbound is a ValleyArts partner assisting artists with disabilities to produce, show and sell art. They have been joined in former Brass Company space by Black Berries II, an African art importer, and Plasterworks - an architectural molding and mural design company.

8 residential units, 3
arts related retail
units, and an open
courtyard with direct
outdoor access to the
street



400 Jefferson St. & Freeman St. **Jefferson Street Artist Lofts** Orange, New Jersey
OWNER: HANDS - Housing and Neighborhood Development Service 15 Essex Avenue Orange, N.J. 07050 ARCHITECT: Band Street Architecture & Design 33 Band Street New York, N.Y. 10012



Construction is underway!

The F. Berg Hat Factory

- Built 1864-1906
- 29 Loft Condominiums
- 17 Artist Studios
- Commercial & Community Arts Space



Construction is underway!



Arts Incubator

(Former Wardrobe Wagon Facility)
Valley Road, West Orange



- Theater
- Dance
- Video Production
- Community Center
- Police Substation



The New Home Of

LUNA STAGE

By:
HANDS INC.
15 S. ESSEX STREET
ORANGE, NEW JERSEY

Architect:
LWDMR & ASSOCIATES, PC
140 BAY STREET
JERSEY CITY, NEW JERSEY

General Contractor:
FAST CONSTRUCTION, INC.
575 NORTH 5TH STREET
NEWARK, NEW JERSEY

Phase II Renovation of
555 Valley Road • West Orange

Financing Provided By:

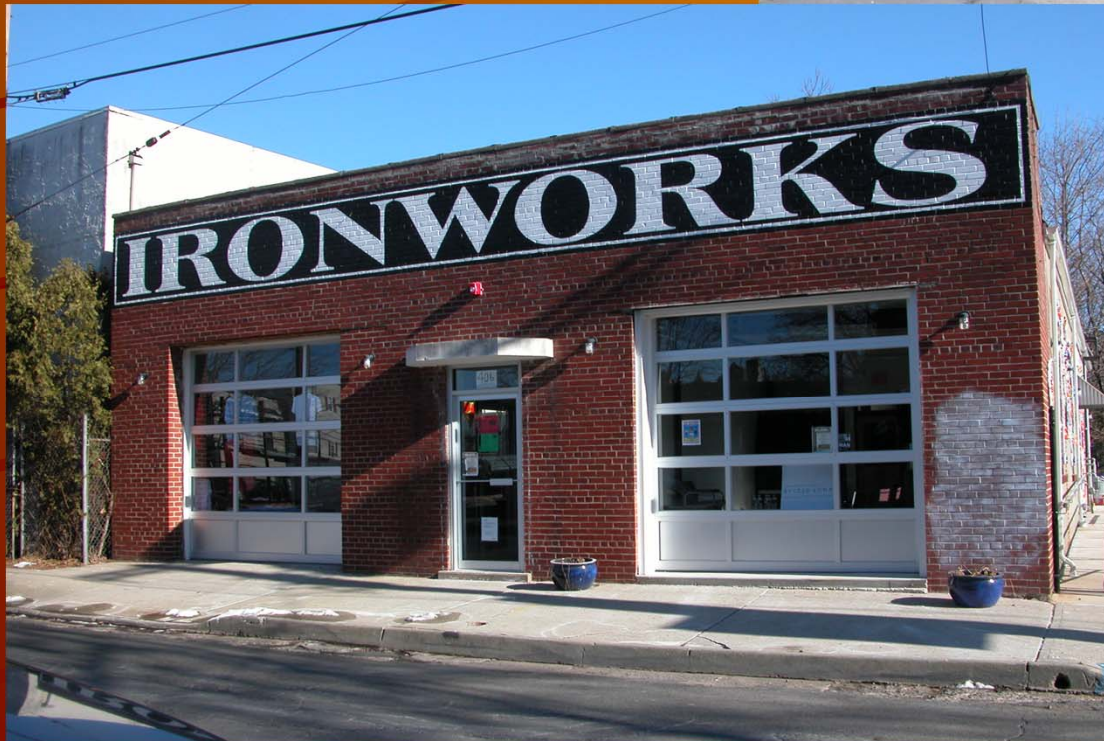
- STATE OF NEW JERSEY NEIGHBORHOOD REVITALIZATION TAX CREDIT PROGRAM
- THE REINVESTMENT FUND
- NJ ECONOMIC DEVELOPMENT AUTHORITY
- NEIGHBORWORKS
- ESSEX COUNTY ECONOMIC DEVELOPMENT

A Villita Artes Project



Former Modern Metal Ironworks

- prior to 1885 to 1977, this property included residences and stores.
- 1977 to the mid-1980s, it was an electric works.
- From mid-1980s to 2007, it was a metal fabricating shop, known as Modern Iron Works.



Ironworks Studio

- ◆ occupied by ValleyArts, Inc. a separate non-profit coordinating the emerging Valley Arts District whose mission is to bring arts programming, recreational and educational enrichment to youth and adults, to celebrate the history and beautify the Valley neighborhood through events and programming facilitated by partner organizations.
- ◆ ORNG Ink., the teen arts program named by the high school student participants brings Orange High School out into the community and the arts community into OHS.
- ◆ Part of the building is being used by an artist-in-residence program to create video/media projects with high school students and document the progress of the Valley Arts District.



March 2010 Ribbon Cutting ceremony

Major funding was provided by;

NJ Department of Community Affairs, Neighborhood Revitalization Tax Credit Program
& its corporate sponsors;

NeighborWorks America;

NJ Economic Development Authority











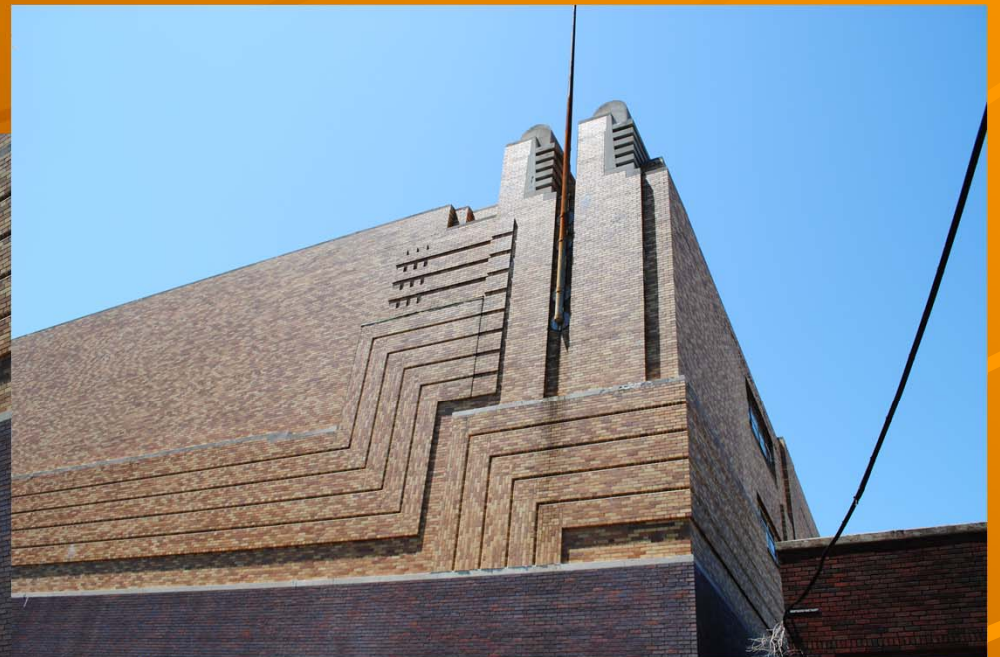
The mosaic mural created by the 2008 summer teen arts program was installed on the exterior wall of the IronWorks Studio facing the outdoor space.



Former Monroe Calculating Co.

The four story, 1940s art deco style Monroe Calculating Co. building will be adaptively reused with additional floors constructed on top.

The other three factory buildings will be demolished to make way for new buildings housing condominiums and some neighborhood retail stores or other commercial space.





Harvard Press

1885 to 1912 - McGall, Allen & Co. Hat Co.

1912 to 1939 – vacant

1939 to 1982 – Monroe Calculating Machines

Development partners – HANDS, Applied Development and the Alpert Group

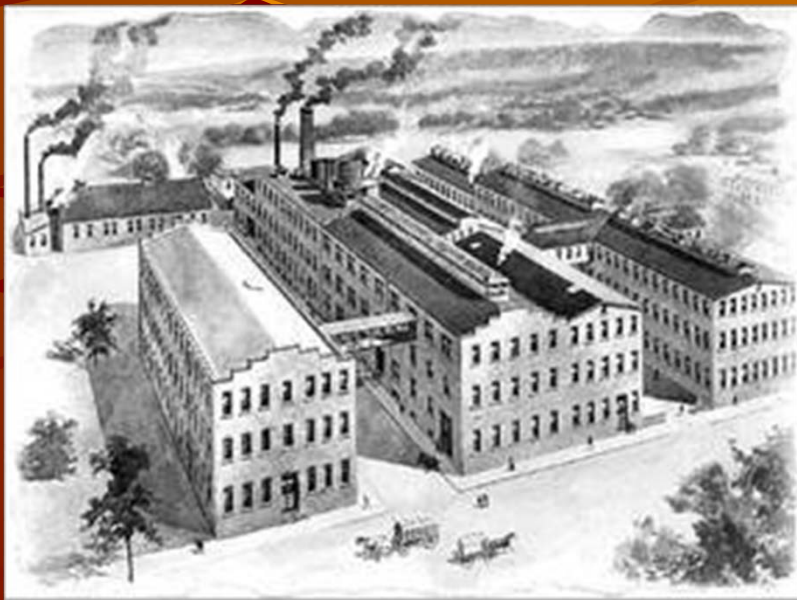
- ◆ 200 condominiums including 20 affordable, artist live/work lofts, neighborhood retail stores; and,
- ◆ a public park along the river which will be opened and landscaped creating a pedestrian entrance into the Valley neighborhood from Central Avenue.

No-Name Hat Factory Artist Lofts

One hundred years ago, the best known hats produced in the Valley were the *No-Name* brand. Owned by the Stetson family, the story goes that they couldn't agree on a name. Later in Philadelphia, they made hats under the now-famous family name.

The original factory site included four buildings. One was torn down in the 1980s and a 2003 fire claimed another and left a third building in ruins.

Reuse plans include 16 artist live/work lofts and a new building next to it with 14 artist live/work lofts.



Former Coquelle's Bakery

At one time Coquelle's was a well known landmark. The business failed under new ownership, about 6 years ago, and the property began to deteriorate.



Daily Soup is Coming to Orange

Construction is underway on Central Avenue. The former Coquelle's bakery, acquired by HANDS, will soon become the home of Daily Soup Café.



The bakery is a historic site. As far back as 1870 it was the home of a famous stained glass artist, a contemporary of Tiffany.

It is now being developed into a full service café/restaurant by local restaurateurs Daily Soup.

Construction is underway!

INTERNATIONAL WORKSHOP
CENTRAL VALLEY BDA
ORANGE / WEST ORANGE, NEW JERSEY
9/10 - 9/14



Industrie•brache | indus'tri | ,braxə |
ist eine Brache, die nach der Aufgabe der industriellen Nutzung von Industrieanlagen entsteht.

Der Begriff **Brache** bezeichnet ursprünglich ein unbestelltes Feld. Inzwischen gilt ein Grundstück auch als Brache, wenn es sich einmal in menschlicher Nutzung befand, seine Nutzung aber wieder aufgegeben wurde, jedoch Spuren (wie zum Beispiel Gebäude) an der Fläche hinterlassen hat.
(wikipedia)

brown•field | 'broun,feld |
adjective [attrib.]
(of an urban site for potential buildign development) having had previous development on it. Compare with **Greenfield**.

noun
a former industrial or commercial site where future use is affected by real or perceived environmental contamination. (Oxford Dictionary)

Timetable:

- 9/10 introduction presentation by guests
visiting the locations (2:15 p.m. Harvard Printing Company, 550 Central Avenue, Orange, NJ)
- 9/11 studio work
lecture Prof.Dr. Fein „suitcase full of modernism“, FH Lausitz (5:35 p.m. Blake Hall)
- 9/12 studio work
- 9/13 studio work (afternoon)
- 9/14 studio work, presentation (2:15 p.m.Blake Hall), closing party

Students of Master of Architecture
University of Applied Sciences Lausitz

Prof. Ilija Vukorep

Advanced Landscape Architecture
Design Studio at Rutgers University

Dr. Wolfram Hoefler, Assistant Professor
Dr. Kyle Beidler, Instructor



RUTGERS

During September 2007, the Central Valley BDA was the subject of an architectural workshop conducted by the Rutgers School of Architecture and the University of Applied Sciences of Lausitz, Germany





Our Municipal Partners

- ◆ Susan Borg, Director, West Orange
Division of Planning & Development
- ◆ Valerie Jackson, Director, Orange
Department of Economic and
Community Development