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AWARDS 2020

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Join the conversation!



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NEW JERSEY FUTURE
**SMART
GROWTH
AWARDS 2020**

WELCOME

DEAR FRIENDS,

Welcome to the 2020 Smart Growth Awards celebration! It's always our pleasure to host this annual event honoring the very best of smart and sustainable planning and development in New Jersey. We are excited to offer this year's event virtually and have waived all registration fees, providing a unique opportunity for more of our colleagues, partners, friends, and people who would just like to learn more about smart growth to attend this special celebration.



Among the many important lessons we have learned this year, 2020 has highlighted the significance of place. Places bring people together and create community. Places generate common ground. Places unite us. And smart places help to erode barriers that would otherwise keep us isolated and segregated. Our 2020 Smart Growth Award winners exemplify the best of planning and development to bring people together, and to create more equitable and sustainable communities and individual opportunities. It is truly a privilege to acknowledge these projects and their teams this unique year and the impacts they have had in building community.

It is also a special privilege and an honor to present this year's Cary Edwards Leadership Award to one of our own, New Jersey Future Board of Trustees Chair Peter Reinhart. Peter has spent his professional career and personal time advocating for the ideals of smart growth. A champion of redevelopment, affordable housing, and bridging the gap between real estate and smart growth, Peter was ahead of his time in so much of the work that, today, we know is so important to ensuring the strength, resilience, and sustainability of our communities. New Jersey is very fortunate to have the legacy of Peter's foresight and leadership in the areas that make places truly great in this state.

The Smart Growth Awards are judged every year by an independent selection committee of experts in planning, architecture, transportation, development, local government, and environmental stewardship. You can read more about this year's jurors on page 7. They give generously of their time and insight, and we are always grateful for their commitment to the awards program.

Our awards this year are designed and produced by MudGirls Studios in Atlantic City, a nonprofit organization that provides a safe environment, education, and skill development for women through ceramic arts. These skills improve the health and quality of life for the artists in the community where they live. You can read more about MudGirls and the important work they are doing to transform the lives of women on page 7. We are honored to partner with them for the second year in creating these beautiful one-of-a-kind awards.

And finally, please join me in thanking our sponsors, who make possible not just this event, but the ongoing work New Jersey Future does to promote healthy, strong, and resilient communities for everyone.

Congratulations again to tonight's honorees. This has been an extraordinary year and we thank you all for coming to help celebrate them. We look forward to working together throughout the year to build a stronger and more equitable New Jersey future.

Sincerely,

A handwritten signature in black ink, appearing to read 'PK' followed by a stylized flourish.

PETER KASABACH
Executive Director





NEW JERSEY FUTURE
**SMART
GROWTH
AWARDS** 2020

AWARDS PROGRAM

WELCOME

Peter Kasabach

Executive Director, New Jersey Future

James Morris

Administrative Vice President, Commercial Real Estate Group, M&T Bank

PRESENTATION OF 2020 SMART GROWTH AWARDS

Presenter: Peter Kasabach

Honorees:

Whitlock Mills, Jersey City

City of Newark Lead Reduction Program

New Brunswick Performing Arts Center

Washington Street Redesign Project, Hoboken

Murphy Varnish Works, Newark

Social Profit Center at Mill One, Hamilton

PRESENTATION OF 2020 CARY EDWARDS LEADERSHIP AWARD

Honoree: Peter S. Reinhart

Career-Long Smart Growth and Affordable Housing Advocate and

Former Director of the Kislak Real Estate Institute, Monmouth University



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New Jersey Future offers its heartfelt thanks to the sponsors of the 2020 Smart Growth Awards, whose generous support makes it possible to celebrate the best in development and redevelopment projects in the state of New Jersey.

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ABOUT THE SMART GROWTH AWARDS

New Jersey Future's Smart Growth Awards honor adopted plans and approved and built developments that exemplify sound land-use practice through the implementation of smart-growth principles as embodied in the State Development and Redevelopment Plan. The awards shine a well-deserved spotlight on the municipal officials, developers, contractors, architects, and corporations with the courage to initiate projects and growth patterns that help strengthen New Jersey's economic, social equity, and environmental future.

Preference is given to initiatives that promote redevelopment and infill development in areas and centers designated for growth by the State Plan, or that promote open-space conservation in the state's rural areas. In addition, winning projects are evaluated against the following smart growth criteria:

- ➔ Near existing development and infrastructure
- ➔ Create or enhance connections to existing developments or plans
- ➔ Create or enhance a vibrant mix of uses (residential, retail, office)
- ➔ Protect or enhance open space, farmland, parks, and critical environmental areas
- ➔ Increase the range of available housing options
- ➔ Create or enhance transportation choices
- ➔ Encourage walkability and activities at the street level that facilitate personal interaction
- ➔ Improve resilience to natural hazards
- ➔ Respect community character, design, and historic features
- ➔ Utilize green or generative design techniques and materials
- ➔ Make places healthier

June 2002 marked the first Smart Growth Awards celebration. The annual event attracts state, county, and municipal leaders, as well as community activists and professional who are committed to bringing smarter growth to New Jersey.

ABOUT THE TILES

Our award tiles are designed and produced by MudGirls Studios in Atlantic City. This nonprofit organization empowers disadvantaged women through the creation of functional ceramic art. By providing training and employment, MudGirls Studios offers women an opportunity to earn supplemental income, helping them make the transition out of poverty and into a pathway toward self-sufficiency. New Jersey Future is proud to partner with MudGirls on our awards as a way of supporting economic opportunities for all.

2020 SMART GROWTH AWARDS JURY

The 2020 Smart Growth Awards jury consists of volunteers who spent many hours reviewing the nominations, conducting site visits and interviews, and deliberating to select the winners. The jury evaluates each nomination against smart growth principles, as well as its contribution to the surrounding community and the state as a whole. We thank the jury for its effort and dedication to selecting some of the best smart growth projects in the state.

Todd Gomez

Market Executive—North Region, Community Development Banking, Bank of America

Earl Jackson

Principal, Earl Jackson Architectural Workshop

Teri Jover

Business Administrator, Borough of Highland Park

Debbie Mans

Partner, twentytwenty public affairs; former Deputy Commissioner, New Jersey Department of Environmental Protection

Courtney McCormick

Vice President, Internal Audit Services, PSEG

Jen Velez

Former Executive VP, RWJBarnabas Health; former Commissioner, New Jersey Department of Human Services

When people pull together, every day is a giant leap forward.



New Jersey Future thank you for taking the steps that help our community make strides and congratulations to this year's 2020 Smart Growth Award recipients.

Contact **Yolanda Swiney**, Vice President|Community Consultant
yolanda.swiney@pnc.com • 732-220-3313 • pnc.com/communitydevelopmentbanking

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We are proud to support
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in its mission to promote sensible growth,
redevelopment and infrastructure investments.

Congratulations to all the
2020 Smart Growth Award Winners



Peter S. Reinhart
2020 Cary Edwards Leadership Award Recipient
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CARY EDWARDS LEADERSHIP AWARD: PETER S. REINHART

A New Jersey Icon of Fair, Sustainable, and Resilient Development

The Cary Edwards Leadership Award recognizes individuals who have an outstanding commitment to improving quality of life and promoting smart growth in New Jersey through sustainable land-use policy and practice. New Jersey Future is proud to honor Peter Reinhart this year for his decades of service and commitment to smart, fair, and resilient growth in New Jersey across the government, nonprofit, academic, and business sectors.

An influential and highly regarded member of New Jersey's professional real estate community, Mr. Reinhart is well known for his work bridging real estate development and smart growth. Former director of the Kislak Real Estate Institute at Monmouth University, Mr. Reinhart was the first recipient of the Arthur and Dorothy Greenbaum and Robert Ferguson/New Jersey Realtors Endowed Chair in Real Estate Policy in 2015.

Reinhart became a leader in the affordable housing movement early on in his career and during his long tenure serving as senior vice president and general counsel with builder K. Hovnanian Enterprises. Having studied the long history of housing segregation and the efforts underway to reverse it as a Rutgers Camden Law School student in the early 1970s, Mr. Reinhart found himself immersed in the issue in 1983 when the New Jersey Supreme Court decided Mount Laurel II, requiring municipalities to provide housing for low- and moderate-income families. In his role with K. Hovnanian, Mr. Reinhart actively sought out opportunities for the firm to build "inclusionary" developments and became active in



“Peter’s legacy will reveal his extraordinary leadership, his deep commitment to diversity, and to making New Jersey a much better place to live and to work.”

— *New Jersey Future Board of Trustees*
Vice Chair Kathleen Ellis

the legislation that became the Fair Housing Act, which moved responsibility for the affordable housing doctrine from the courts to the Council on Affordable Housing (COAH). In 1993, Mr. Reinhart was appointed by Governor James Florio to COAH where he continued to serve under numerous governors.

Some of Mr. Reinhart's most significant impacts on smart growth policy have been in the area of resilience. He joined the New Jersey Future Board of Trustees in 2007 and has been chair since 2011. Following Superstorm Sandy in 2012, Mr. Reinhart was instrumental in establishing New Jersey Future as a statewide leader on resilience. He immediately recognized that, as a statewide organization dedicated to smart land use policy, New Jersey Future should be working to help

the state's vulnerable coastal communities become more resilient and sustainable. Mr. Reinhart's leadership has been invaluable in guiding the organization in doing just that, as well as in working with the State on the development and implementation of coastal resilience strategies. Under Mr. Reinhart's leadership, New Jersey Future is also working at the national level to develop a model for disaster recovery that improves equity, resilience, and sustainability outcomes, and that provides a template for other states to use in their disaster-resilience efforts.

For his career-long dedication and leadership in upholding the ideals of equitable, sustainable, and resilient development, New Jersey Future is truly honored to recognize Peter Reinhart with the 2020 Cary Edwards Leadership Award.

Congratulations



Smart Growth Award Winners!



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Whitlock Mills 2020 Smart Growth Award Winner



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WHITLOCK MILLS *Jersey City*

RPM Development Group; City of Jersey City; New Jersey Housing & Mortgage Finance Agency; Inglese Architecture + Engineering

Whitlock Mills is a mixed-income rental community located along the former Morris Canal in the vibrant Bergen-Lafayette neighborhood of Jersey City. Occupying 6.5 acres of industrial land, Whitlock Mills is a combination of adaptive reuse of five historic industrial buildings along with the construction of 29 new apartment buildings, all consistent with the design theme and red brick of the original industrial complex.

The Whitlock Cordage Company formerly owned the long-abandoned site, which is the oldest surviving industrial complex in Bergen-Lafayette and is considered the area's most important landmark. The older buildings were originally built around 1860 as part of the former Passaic Zinc Works, with later buildings built when Whitlock Cordage moved to Jersey City in 1905. Manufacturer of what many consider to be the world's strongest rope, Whitlock Cordage operated at the site until 1960, when the firm closed and sold the property.

In 2000, the buildings were ordered to be torn down and the land auctioned off to pay taxes and fines. Local preservationists, community group members, and the City of Jersey City saved the property through a municipal historic landmark designation and a plan to turn the complex into mixed-income housing.

RPM Development began construction on Whitlock Mills in 2018. The \$104.2 million development features 330 one- to three-bedroom apartments, 230 of which are affordable to lower- and moderate-income residents. The redevelopment has the dual benefit of creating affordable



“It’s more than just bricks and sticks. We want to build community, we want to build skills, and enhance the lives of our residents... and because of this we have a more inclusive, well-rounded community.”

— RPM Development Group Vice President of Development Joseph Portelli

housing in a city that needs it and preserving the property's history and character within the neighborhood. Manning Avenue, one of the last remaining cobblestone streets in Jersey City, was restored as part of the project.

Located within the rapidly changing Morris Canal Redevelopment Area, Whitlock Mills stands out for its prominent industrial buildings, open setting, and iconic main building with its rooftop sign. The complex maintains the park-like elements that Whitlock Cordage had originally introduced into its own landscape with new pedestrian connections to the planned Morris Canal Greenway and Lafayette Park. The complex is

also near Liberty State Park and is within walking distance to two CITI Bike stations, several public transit options, and one of the city's main commercial corridors.

RPM formed a partnership with the Boys & Girls Clubs of Hudson County to operate an on-site childcare facility delivering STEAM (science, technology, engineering, the arts, and mathematics) activities in a one-of-a-kind space in the complex for residents and the greater community. The complex offers a number of additional amenities, including a public community space, two state-of-the-art fitness centers, controlled access off-street parking, a courtyard with grills and a playground, a complimentary coffee bar, and many others. With its inclusive approach to building community and creating opportunity, Whitlock Mills is enriching the Bergen-Lafayette neighborhood as well as the lives of its residents.



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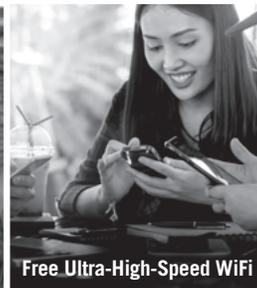
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CITY OF NEWARK LEAD REDUCTION PROGRAM *Newark*

**City of Newark; Newark Department of Water and Sewer Utilities; State of New Jersey;
County of Essex; CDM Smith**

Healthy infrastructure builds healthy communities. Today, Newark is well on its way to becoming a healthier city with dramatically improved water infrastructure that will benefit generations to come. The improvements are part of the city's revolutionary lead removal program which has become a national model for its aggressive approach to removing lead in drinking water. The program is on target to replace more than 18,000 lead service lines (LSLs) within three years of its start at no charge to residents.

From 2017 to 2019, Newark experienced several consecutive exceedances of the federal limit for lead in drinking water. This was no small problem given that Newark supplies approximately 80 million gallons per day of water to more than 300,000 residents within the city and its surrounding communities. As public health concerns grew, Mayor Ras Baraka took decisive action and made the swift removal of lead from the city's drinking water a priority of his administration and further protects his residents by providing them free water filters, free water tests, and free lead testing for families at the city's health department as they wait to have their lines removed.

Newark has been providing lead abatement in homes free to residents for almost 50 years and has the largest lead abatement program in New Jersey. However, much of Newark's housing consists of old, affordable rental properties with LSLs. To address Newark's lead problem, there was an urgent need to access and replace these lines, which were leaching lead into drinking water. The city worked to identify partnerships with the County of Essex and the State of New Jersey through innovative funding sources to provide full financial support for removal of the lines, thereby eliminating the typical cost-sharing arrangement that would have been borne by residents who couldn't afford the replacements and



“The number one thing is collaboration and our relationship that we have with the community.”

— City of Newark Mayor Ras Baraka

the impediment of absentee landlords who wouldn't pay for them.

To further aid in the removal process, Newark enacted a groundbreaking local ordinance providing the city's water department with access to private property, eliminating another significant obstacle. New Jersey has since followed Newark's lead and recently passed a similar statewide law.

Once these financial and legal hurdles were cleared, Newark

launched a highly organized LSL replacement program with the goal of complete replacement within three years. (Most other community LSL replacements have taken nearly a decade.) Newark has already replaced more than 16,000 LSLs, continuing its removal work during the COVID-19 pandemic.

The city attributes much of the program's success to its community-centered, trust-building approach. Led by Newark's Director of the Department of Water and Sewer Utilities Kareem Adeem, the program has included a highly effective communications plan utilizing local leaders and organizations to engage and inform residents, as well as a transparent user-friendly website. The city also developed a unique apprenticeship program that trains and hires local contractors to perform the LSL replacements, increasing employment opportunities for residents and maximizing impact on the local economy.

Newark is on pace to remove its remaining LSLs by the first half of 2021, surpassing its original aggressive goal and quickly solving a critical infrastructure problem impacting public health. Newark's collaborative, community-centered approach significantly contributed to the program's overwhelming success—success which has made it an outstanding model for communities across the country to emulate.



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NEW BRUNSWICK PERFORMING ARTS CENTER *New Brunswick*

**New Brunswick Development Corporation; City of New Brunswick; County of Middlesex;
Rutgers University; Pennrose; New Brunswick Parking Authority**

This 23-story, mixed-use re-development has brought state-of-the-art facilities to New Brunswick's performing arts organizations rivaling some of the best performance venues in the world while also fulfilling local demand for housing and office space.

Adjacent to the State Theatre, the New Brunswick Performing Arts Center (NBPAC) is located in the heart of New Brunswick's cultural district and in the footprints of the former sites of Crossroads Theatre Company and George Street Playhouse. The first four levels were purposely designed to maximize performance spaces and to provide rehearsal and other public spaces for use by the community. Though the theaters have been temporarily closed due to COVID-19, NBPAC's initial months after opening in September 2019 were extraordinarily successful with a groundswell of support from the community and record-breaking ticket sales for its inaugural shows.

NBPAC is home to George Street Playhouse, American Repertory Ballet, Crossroads Theatre Company, and Rutgers University's Mason Gross School of the Arts. The resident organizations were highly involved in the planning process that sought to address the community's need for a rehabilitated cultural district. George Street Playhouse had been operating out of a dysfunctional space in a former YMCA that cost more to keep open than the theater company could afford. Crossroads Theatre next door was also operationally inefficient and in disrepair. The NBPAC offers two state-of-the-art theaters and rehearsal spaces for its resident organizations to utilize rent free, an



“Great societies and great cities are judged on how they treat artists and what art means to the community. In doing this project, we’re fulfilling the call to the next generation that arts will continue to be an important part of the growth of the city. The arts have always been a vital part of New Brunswick”

— New Brunswick Development Corporation
President Chris Paladino

arrangement that has enabled the organizations to survive the COVID-19 shutdown.

Made possible through an extensive public-private partnership and investment of \$172 million, the NBPAC includes a large contemporary theater, a smaller playhouse, dedicated rehearsal spaces, and enhanced patron amenities and accessibility. A tower rises above the theater space, providing 30,000 square feet of administrative and meeting space for community arts organizations, and more than 200 private apartments. Twenty percent of the apartments are designated as affordable, and are prioritized for tenants in the performing arts industry. Residence amenities include a rooftop pool, fire pit, sky lounge with panoramic views of New

Brunswick, a fitness center and yoga studio, a demonstration kitchen, and bicycle storage.

NBPAC's location enables building occupants to take advantage of the dense and diverse neighborhood features and walkable downtown, as well as the community's exceptional public transit options. Building on the project's prime location, ample bicycle parking was included to utilize New Brunswick's bicycle network. A number of energy efficient features were included in the building's design, as well as low-flow water fixtures.

NBPAC is truly a masterpiece in design and concept. The collaborations resulting from the shared facility and the community at large will contribute to long-term sustainability and growth of the vibrant downtown arts district in New Brunswick, and will ensure continued cultural growth for the next generation.





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WASHINGTON STREET REDESIGN PROJECT *Hoboken*

City of Hoboken; T&M Associates; Underground Utilities Corporation; New Jersey Department of Environmental Protection; North Hudson Sewerage Authority; Suez

Washington Street is a historic, vibrant corridor of the City of Hoboken. As Hoboken's "Main Street," it is used by tens of thousands of vehicles, bus commuters, bicycles, and pedestrians each day. The bustling corridor includes a mix of residential, retail, and commuter needs, and provides access to the Hoboken Terminal, one of New Jersey's busiest transit stations.

In its original configuration, Washington Street was lacking in functionality, safety, and resilience. The traffic signals at each intersection were uncoordinated and outdated. There were no designated lanes

for bicycle use. The demands from such an energetic community interfered with traffic flow under the corridor's original design and added stress to an aging infrastructure. The corridor had been experiencing the effects of frequent water main breaks and flooding from storms.

Construction on the \$19.5 million Washington Street Redesign Project began in 2017 to address the corridor's many problems. The vast project spanned 16 city blocks and created a modern, complete street to match the character of the community. Complete streets are roads designed for safe, attractive, and comfortable travel by users of all ages and abilities, and regardless of mode of transportation. The changes to Washington Street as part of the project have made it safer and easier for those walking, bicycling, driving, and utilizing public transit to use the corridor. Additional benefits of complete streets include increased foot traffic to local businesses, a reduction in automobile traffic and pollution, and improved public health.

Washington Street's improvements include replacement of 9,000 linear-feet of the century-old drinking water main, new ADA-



“Putting those components together—complete streets, green infrastructure, and resiliency—creates the total package that we think serves as a model for other communities.”

—City of Hoboken Director of Transportation and Parking
Ryan Sharp

compliant sidewalks, street furnishings, and the resurfacing of approximately one mile of roadway. The project improved mobility with new bikeways and modernized traffic signals at 15 intersections.

Improved resilience features are a major feature of the redesigned corridor. The City of Hoboken suffered destructive flooding during Superstorm Sandy when floodwaters from the Hudson River inundated homes and businesses, damaging 80% of the city. Protecting people, vulnerable infrastructure, and property became a priority in local planning. Environmental

performance and resilience have been strengthened in the community through the project's addition of green infrastructure, upgraded LED lighting fixtures, and a new microgrid network system.

The project has had a significant unanticipated benefit during the COVID-19 pandemic. New designated bike lanes have created a safety buffer between sidewalk dining "parklets" and vehicular traffic and parking on the corridor, facilitating one of the most vibrant towns for outdoor dining in the state.

The revitalization of Washington Street required an extraordinary amount of collaboration and coordination among project partners and stakeholders, and demanded tremendous cooperation between numerous agencies. The City of Hoboken led an extensive community-based planning process to solicit public input and feedback and involved the community at all stages of the project. With its commitment to safety, inclusiveness, and resilience, the Washington Street Redesign Project could serve as a model for improving main streets everywhere.



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MURPHY VARNISH WORKS *Newark*

**Golden Towers Corp.; Studio for Urban Architecture & Design (SUAD);
City of Newark (Landmarks and Historic Preservation Commission)**

Located in the Ironbound neighborhood of Newark, Murphy Varnish Works is a 19th century architectural gem listed on the state and national Register of Historic Places. Originally part of a complex spanning numerous blocks, the imposing structure was built by The Murphy Varnish Works company, famous for its varnishes and employing hundreds of Newark residents at the turn of the twentieth century.

The Murphy Varnish Works founder Franklin Murphy was an astute businessman who had served in the Civil War and was known for his progressive and compassionate treatment of workers, and for the generous benefits he provided to his employees. Murphy later served in the New Jersey State Legislature and became the state's 31st governor. Making his own contribution to smart growth in New Jersey, Murphy was the creator of the Essex County park system.

When the varnish company closed in the 1950s, a chemical storage facility took over the space and left it environmentally contaminated. The rest of the complex was demolished, leaving one building vacant and neglected for close to 40 years. Over time, the beautifully detailed industrial warehouse became a neighborhood eyesore and local crime spot.

Javier Meleiro, president of Newark construction company Golden Towers Corp., passed by the abandoned structure every day for years. Originally a mason, Mr. Meleiro fell in love with the building's high quality construction and unique architectural features, including large round windows built for light and ventilation for workers, and brick walls that are 36 inches thick. Mr. Meleiro purchased the building and began its transformation in 2015, including the environmental remediation. Many local contractors were involved in the building's restoration.

Today the building is a mixed-use readapted structure housing 46 apartments and retail space, maintaining its historic



“This area has changed completely from the time we started fixing this building. The neighbors are very happy. This is a special project. I’m lucky to have the chance to put my hands on this building. I don’t think I’m going to have another chance like this in my life...the history of the building, the way the building is, the construction of the building... you don’t find a building like that today.”

— Golden Towers Corporation President Javier Meleiro

industrial architecture and character. The building includes 13 to 30-foot high ceilings with a large amount of natural light and a lobby featuring a 700 pound elevator wheel displayed between two massive columns. Due to the building’s configuration, each residential unit is unique in size and layout. Amenities for residents include a green lawn courtyard with 3,000 square feet of porous coverage for use by residents. The building’s original smokestack was preserved and has been incorporated into the courtyard, with two grills and a gazebo surrounding its base. Within the building there is a common gaming and socializing room with an exterior terrace, and

private meeting rooms. Far ahead of its time, the original Murphy Varnish Works complex housed an on-site gymnasium for employees and the readapted building houses one again. Located in an area prone to street flooding, Murphy Varnish Works retains its stormwater on site with its own system resting beneath on-site basement parking, decreasing the burden on the City of Newark’s already overwhelmed combined storm and sewer system.

Murphy Varnish Works is within walking distance to Newark Penn Station, local restaurants, and retail shops in a neighborhood once devoted to industry that has become more and more residential over the past decade, making it prime for redevelopment. The community has been thrilled with the building’s restoration, which has spurred additional redevelopment and development in the neighborhood. Thanks to the vision and determination of Mr. Meleiro and the team he assembled, Murphy Varnish Works is an incredible success story of the restoration and redevelopment of an abandoned historic building to its original architectural brilliance and beyond. This is a shining tribute to two men, Franklin Murphy and Javier Meleiro, who have invested so much in the city of Newark.



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SOCIAL PROFIT CENTER AT MILL ONE *Hamilton Township*

**Isles, Inc.; Hamilton Township; New Jersey Community Capital;
US Bancorp Community Development Corporation**

Mill One is a historic landmark with deep community roots. Constructed in 1897 during the height of industrial and manufacturing commercial activity, the complex was once home to a shirt mill in the early 1900s and later used for manufacturing golf bags and luggage. Redevelopment of the property began in 2015, though Trenton-based community development and environmental nonprofit and project partner Isles, Inc. had envisioned the mill's rehabilitation since purchasing it nearly a decade prior.

With help from an \$8 million New Markets Tax Credit allocation by New Jersey Community Capital and additional supportive funding, the long vacant complex has been transformed into the innovative mixed-use Social Profit Center. Occupying 75,000 square feet, the center provides affordable, below-market rate workspace for diverse nonprofit, art, and environmental organizations—with a focus on minority and women-owned businesses—as well as vocational training and light manufacturing spaces.

The center is located in the former industrial neighborhood of Bromley in Hamilton Township and is expected to create more than 200 permanent and community-centered jobs. Since 1990, the Bromley community had experienced substantial disinvestment, white flight, increased absentee ownership, and increased concentration of poverty. Mill One's transformation has breathed new life into the neighborhood, spurring economic investment in neighboring abandoned buildings.

As part of the collaborative workspace, tenants of the center share amenities like a full-service kitchen, conference room meeting space, and event space. The ability to connect and partner with similar-minded organizations is a draw for tenants and was part of the original vision for the refurbished space, as was connecting with the local community. A rooftop community garden and green



“This is a way to create a spot for organizations that are doing a variety of things that are critical to the community to be able to afford to be here... There’s nothing I can think of that would have a bigger impact on equity than targeting those organizations that are addressing those critical social and environmental needs in that way.”

— Isles, Inc. Founder Marty Johnson

amenity space is accessible to the public, and community partners have access to the center's shared space.

The center stays true to many of the mill's striking original architectural features with its high ceilings, massive timber framing, and abundance of natural light. Through a grant awarded by the U.S. Department of Energy, the center includes a number of environmental mitigation and green infrastructure features to increase climate resiliency and energy efficiency, and to manage stormwater.

The center is located in a walkable neighborhood along the booming Northeast corridor, easily accessible to US Route 1, Interstate 295, and the commuter rail and bus hubs in Hamilton and Trenton. With its easy access, modern amenities, affordable rents, environmental sustainability, and collaborative community-minded mission, the Social Profit Center at Mill One is truly a model of holistic community investment.

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