



AWARD WINNERS – Three principals in the development of Maxwell Place on the Hudson received an award June 2 from New Jersey Future, a non-profit smart growth research and advocacy group, for mixed-use waterfront enhancement. Cited in the award were Daniel Gans (left) and George Vallone (right), of the Hoboken Brownstone Company, and architect and planner Dean Marchetto (center). The planner, architect and developer of the project are all from Hoboken.



WORK IN PROGRESS – Two of the four development blocks At Maxwell Place are completed and occupied. The waterfront park, the restored beach, kayak pavilion, pier shed, and waterfront walkway are also completed and open to the community.

Hoboken project honored with Smart Growth Award

Maxwell Place cited for 'Mixed-Use Waterfront Enhancement'

A project to renew a former industrial site between Hoboken's historic brownstone row house district and the Hudson River, reconnecting the community with its long-obstructed waterfront, was one of six projects honored with a 2010 Smart Growth Award from New Jersey Future, the nonprofit smart-growth research and advocacy group.

Maxwell Place on the Hudson—a collaboration of Dean Marchetto Architects, Hoboken Brownstone Company and Toll Brothers/Pinnacle Communities—was cited in the category of “Mixed-Use Waterfront

Enhancement” at a reception at the Newark Club, Newark, on June 2.

Maxwell Place on the Hudson involves the transformation of an industrial site once occupied by Maxwell House Coffee and historic Elysian Fields into a modern complex of four new development blocks featuring 832 residential units, 1,398 parking spaces and 219,426 square feet of commercial space.

Two of the four blocks are now completed and occupied. Also included in the project are a waterfront park, restored beach, kayak pavilion, pier shed, and walkway along the Hudson River waterfront that are completed and open to the community.

Mixing the old with the new

“The architectural design of Maxwell Place creates a new urban village on the waterfront with the character and scale of a Hoboken neighborhood,” reads the citation honoring the project. “It has a mix of low-rise brownstone buildings combined with several high-rise towers held together with a contextual architecture of brick and stone. At the base of the buildings, commercial retail space reinforces the village-like atmosphere, providing convenient retail services and restaurants. Parking levels are embedded behind the principal uses on the lower levels of all the building blocks so that the garages are completely hidden from view.”

Peter Kasabach, executive director of New Jersey Future, hailed the project, as well as the other award-winners, for establishing a trend-setting example for other municipalities to follow.

“The winners of these awards demonstrate how New Jersey, the nation's most developed state, can

As a result, the site was leveled to make way for an entirely new mixed use development. Prior to Maxwell House Coffee, which occupied the site in the 1930s this site was used as a ball field known as the historic Elysian Fields. It was here that the first known game of baseball was played using modern rules in 1865.

Bringing city and river back together

One of the main goals of the development plan was to reconnect Hoboken to its waterfront, Marchetto said. The layout for the site plan was derived from the city grid and existing streets were extended through the property to the waterfront to create four new development blocks. This approach ensured the new development would integrate into the fabric of the city and preserve the right-of-way and view corridors along Eleventh and Twelfth Streets to the Hudson River.

Public access to the waterfront moves through the development to the public esplanade and a new five acre waterfront park at the river's edge that includes the restoration of a former historic beach area now home to the Hoboken Kayak Club.

The waterfront plan also includes a converted pier with a free standing shed for outdoor

markets and events, and an exhibition baseball diamond. The design team worked closely with

the local waterfront advocacy group to insure that the water's edge would forever be a public

park and not be a gated community.

