



LEON Marketplace
262-270 Main St. West Orange, NJ

PROJECT GOALS

LEON MarketPlace Project seeks to raise the aesthetic and architectural quality of its building.

LEON MarketPlace Project seeks to align itself with a sensitive approach to the environment, building a “green edifice” in a variety of ways.



East-West Approach on Main Street



EXCESSIVE DEAD SPACE:

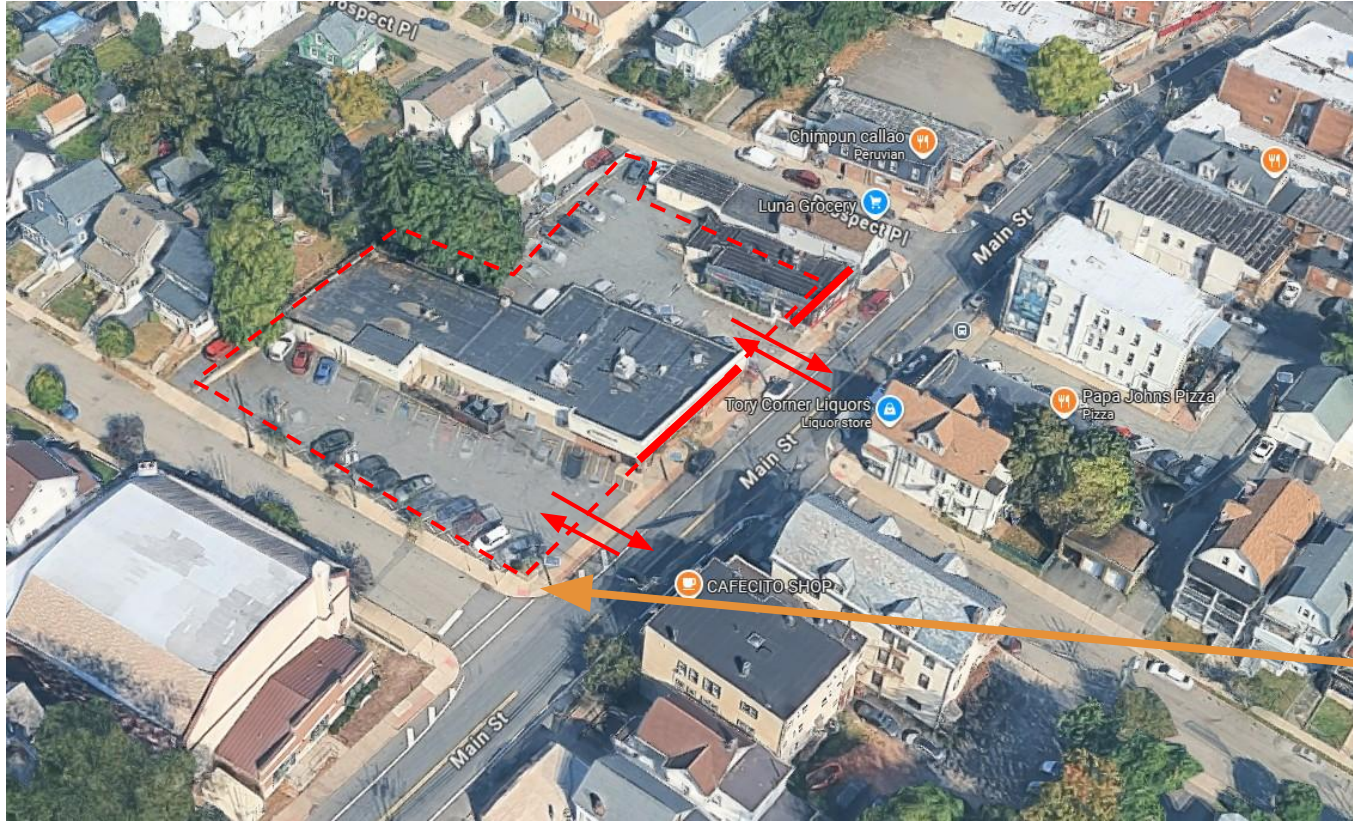
Parking lots discourage foot traffic, walkability and lacks visual interest

PARKING CONFUSION:

Split lots create “decision fatigue” for arriving customers

PEDESTRIAN SAFETY:

Multiple curb cuts increase vehicle-pedestrian conflict points



OPEN CORNERS:
Lack of architectural
enclosures make the street
feel unfinished



ENGAGEMENT:
“Dead zones” kill the urge
to explore the town on
foot

AESTHETICS:
Unbuild corners leave the
town feeling “open” and
unanchored

INACTIVE FRONTAGES:
Static or “dead”
storefronts fail to engage
passersby and stifle
economic energy



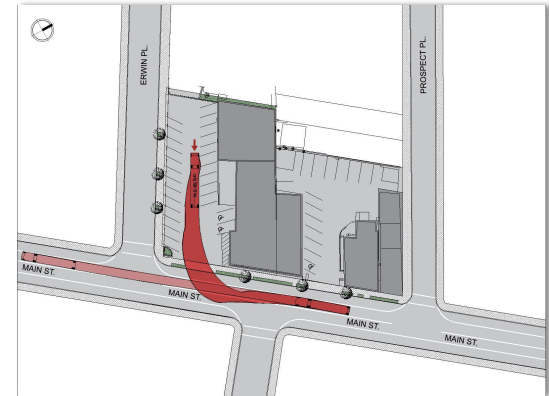
DEAD ZONES

Maneuver - Ingress/Egress on Main Street

- Lowboy Trailer <53 needs to take both lanes to be able to enter.
- Pedestrian safety compromised when Lowboy Trailer <53 enters loading dock and exits in reverse.



Maneuver - Ingress:
SU-40 Single Unit is the longest truck capable of making exit to Erwin Place



"Last Mile" Deliveries: The Loading Space Dilemma

When managing "last-mile" deliveries, urban planners must balance efficiency with safety



Delivery vehicles utilizing travel lane



Delivery vehicle completely Blocking the sidewalk, forcing Pedestrians to enter the street



Delivery vehicles staging at corner, ignoring "NO PARKING" signs



LEON Marketplace
262-270 Main St. West Orange, NJ

JMA
JORGE MASTROPIETRO
ARCHITECTS

Our commitment to **high-quality design**, spatial innovation, and **material refinement** will improve the quality of the surrounding streetscape of Main Street.



Existing Condition

TRANSFORMATION



Proposed



Existing Condition



Proposed

New Buildings and Their Setting

If new construction is to be undertaken, the design solution must be sensitive to its context.

This will require design relationships that will affect the final design of the building. When viewed in a positive manner, this approach creates buildings that enhance one another but yet allow for individual expression.

Although architects and designers consciously shape a building, anyone making a decision affecting the usefulness or appearance of a building becomes the designer. It may be a quick idea given to a contractor or simply the selection of a color, but in all cases the building is affected by someone. Decisions made with an understanding of overall design impact and responsibility will be more conscientious and produce a better design.

§25-16.6 Rehabilitation and New Construction Ordinance Ord. No. 2357-12 § 25-16.6

1. Design a high quality and aesthetic building for the community
2. Improve the customer experience and responsiveness to Main Street street-level activities
3. Design for a more environmentally friendly or "green edifice"

PROPOSED DESIGN APPROACH

A Holistic Streetscape Approach



Beyond the Building Envelope



Reclaim Main Street for Pedestrians



Humanize the Parking Edge

LEON Marketplace
262-270 Main St. West Orange, NJ

JMA **JORGE
MASTROPIETRO
ARCHITECTS**

PROPOSED DESIGN APPROACH



Beyond the Building Envelope

Our design treats the street line and sidewalk as essential public spaces. We prioritize how the architecture interacts with the town fabric to ensure the building feels like a natural extension of West Orange, not an island.

LEON Marketplace
262-270 Main St. West Orange, NJ

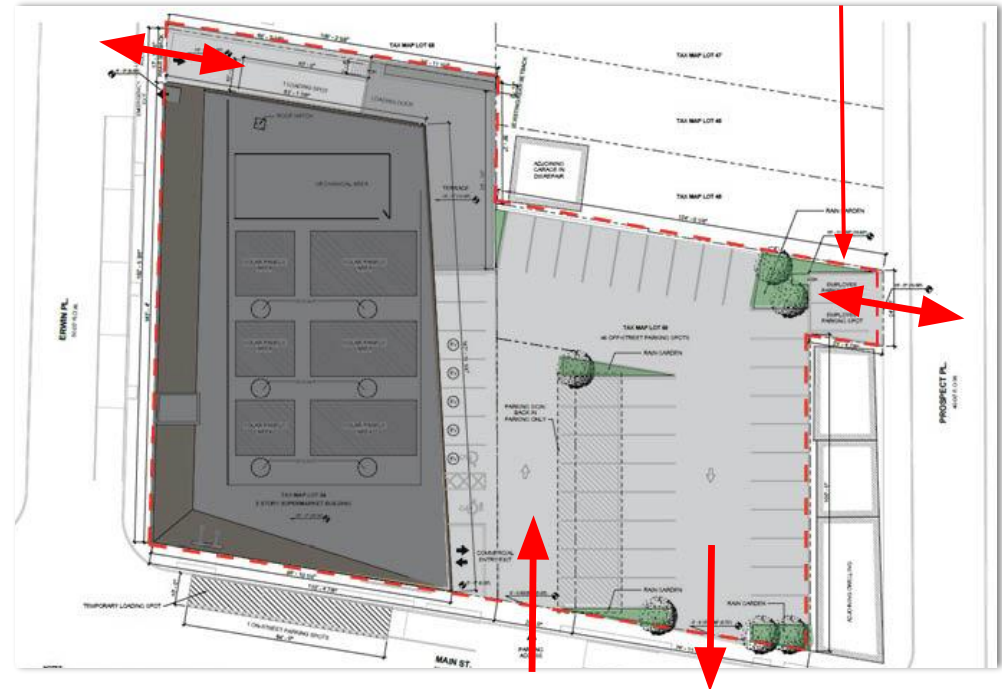
JMA JORGE
MASTROPIETRO
ARCHITECTS

Parking for employees

Building to the Corner

1. Unified Access & Clear Flow

- Consolidated Entry/Exit: Replaces multiple confusing curb cuts with one clearly marked entrance and one exit.
- Zero "Decision Fatigue": Eliminates driver confusion by centralizing all parking into a single, intuitive flow.



Proposed

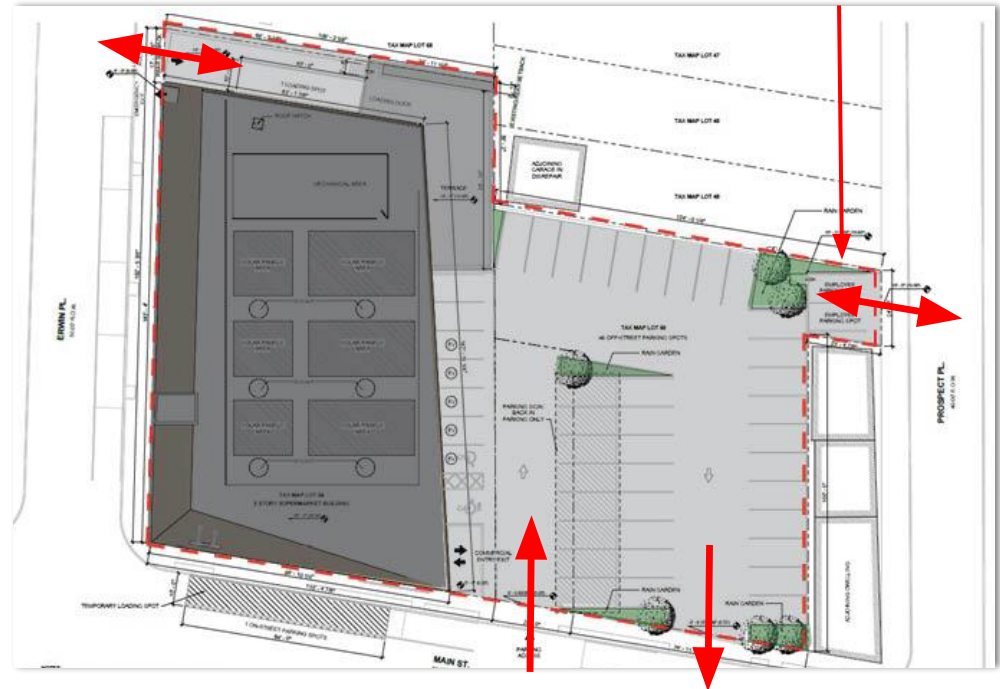
Parking for employees

Building to the Corner

2. Enhanced Pedestrian Safety

Minimizing Conflict Points: Reducing the number of driveways drastically lowers the risk of vehicle-pedestrian accidents on the sidewalk.

Continuous Sidewalk: Creates a predictable, safe walking path without the interruption of frequent turning cars.



Proposed

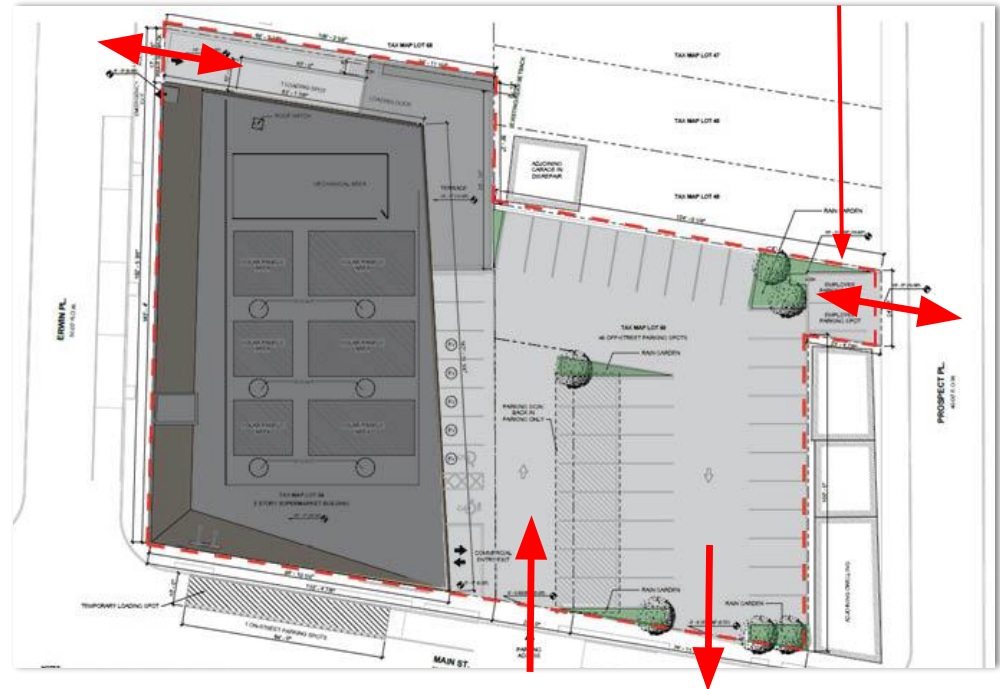
Parking for employees

Building to the Corner

3. Activating the Urban Edge

Anchoring the Intersection: The building now acts as a visual landmark that defines the street, making the walk feel intentional and interesting.

Pedestrian Comfort: The structure provides a physical buffer from traffic noise and wind, creating a more pleasant "Main Street" environment.



Proposed



Defined Street Edge:

Bringing the building to the corner holds the intersection, creating a clear sense of place.

Vertical Landmark:

A corner building serves as a visual landmark.

Street Facade along Property Line:

Creates a "room-like" feel for the street, which is naturally more comfortable and inviting for pedestrians.



§ 25-16.7. Design Criteria. [Ord. No. 2357-12 § 25-16.7]

Apparent Scale:

It is important to note the use of the word apparent when speaking of scale, because buildings can be made to seem larger or smaller, depending upon the proportional relationships of the elements that make up the building front.

Our approach:

The facade is tilted away from the observer, it creates an atmospheric perspective that makes the structure appear less imposing and more integrated with the surrounding environment

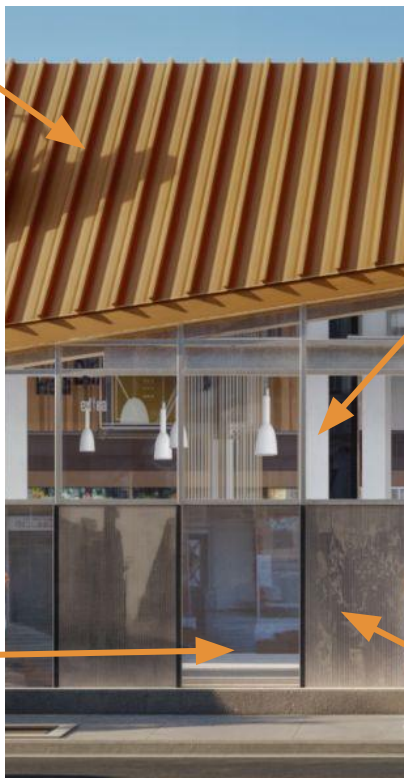
Materials and Textures

The building surfaces along Main Street are largely composed of textures and patterns. The play of light and shadow on these textures and the color created by architectural patterns create great surface interest on building facades. Texture is the visual and tactile degree of roughness and smoothness of surfaces. From glass to stonework all materials have a texture that can be used to blend or contrast and enhance a building design. Pattern is a regular repetition of a design, shape, form or void. Pattern creates a visual texture at a certain scale. Bricks form a pattern of repeated rectangles separated by regular widths of mortar. At a distance this pattern creates a visual texture. Pattern should be used as carefully as texture to enhance a design and give interest to surfaces as needed.

§ 25-16.7. Design Criteria. [Ord. No. 2357-12 § 25-16.7]

ZINC

Zinc is among the most sustainable metals used in construction today and has been used on the roofs of Paris for almost 200 years.



Aluminum curtain wall



CW 50 is the standard frame for curtain wall that blends well with any of the various profile designs within our product lines.



Stainless steel
Satin-like brushed finish.
Lower reflectivity

Sustainability & Green Design



Solar-Ready Design:

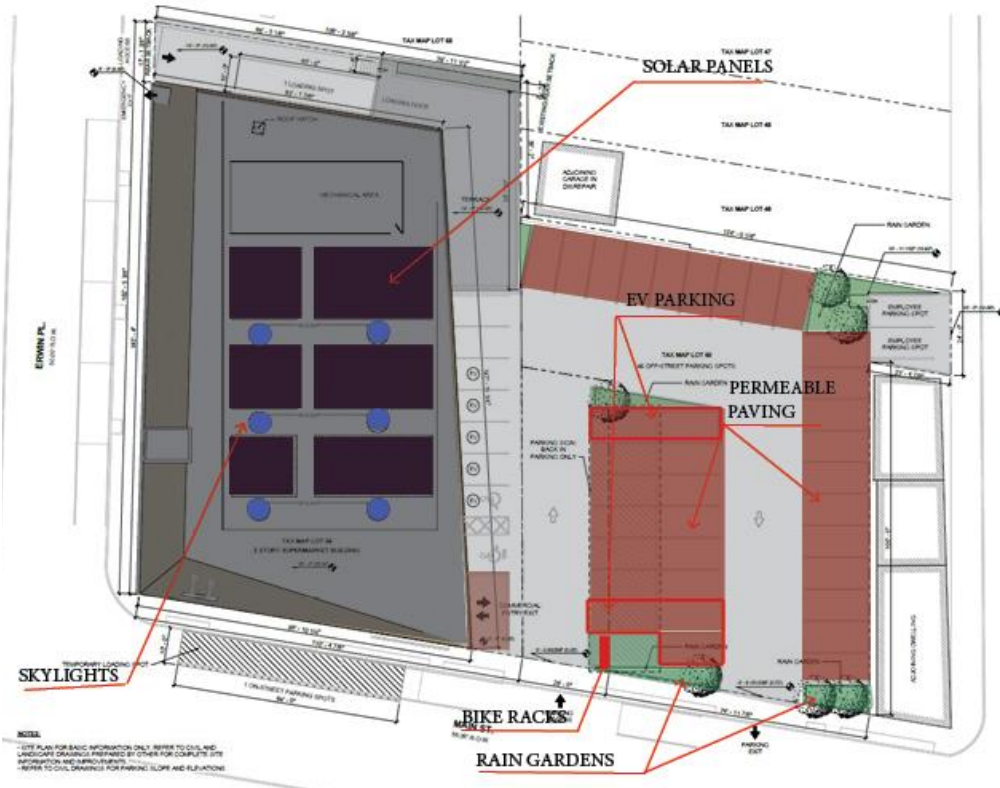
The building is engineered for a short-term transition to renewable energy with structural support for future solar arrays.

High-Reflectivity "White Roof":

Reduces the "Urban Heat Island" effect, lowering cooling costs and building temperature.

Daylighting Strategy:

Strategic skylight placement harvests natural sun, reducing the need for artificial overhead lighting during the day.



Functional Rain Gardens:

Integrated into the parking landscape to naturally filter and manage stormwater on-site.

Permeable Paving:

Strategic use of porous surfaces at the entrance to reduce runoff and promote groundwater recharge.

High-Efficiency Fixtures:

Low-flow plumbing throughout to significantly reduce total water consumption.

Reduced Lot Coverage:

By optimizing the building footprint, we have increased open space compared to the existing conditions.

Urban Reforestation:

Planting new, native tree species to provide shade, improve air quality, and enhance the "Green Canopy" of Main Street.



Smart Lighting:

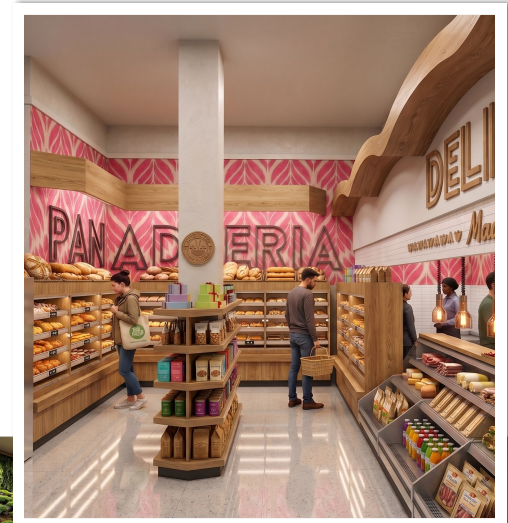
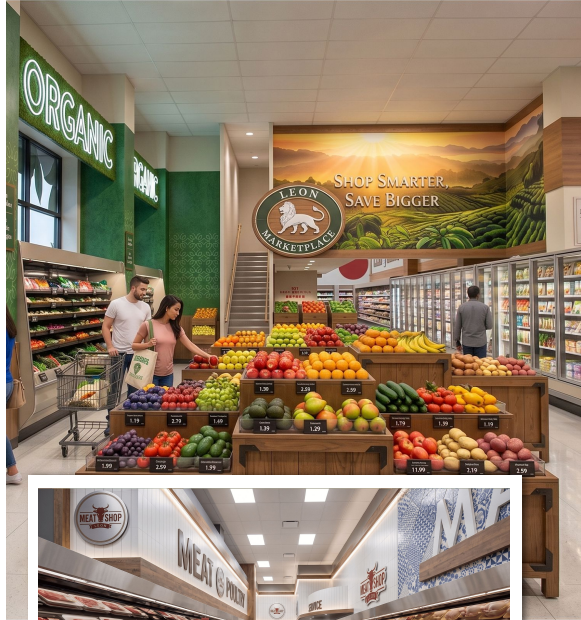
100% LED fixtures throughout the site for maximum energy efficiency.

Dark-Sky Compliant Parking:

Down-facing LED site lighting eliminates light pollution and protects the night sky for the surrounding neighborhood.

PROPOSED DESIGN APPROACH

Beyond the Building Envelope



LEON Marketplace
262-270 Main St. West Orange, NJ

JMA **JORGE MASTROPIETRO**
ARCHITECTS

PROPOSED DESIGN APPROACH



Reclaiming Main Street for Pedestrians

We view Main Street as a high-potential walkable corridor. Every design choice, from building placement to facade texture, is intended to encourage foot traffic, slow down the pace of vehicles and make the town center a destination rather than a drive-through area.

LEON Marketplace
262-270 Main St. West Orange, NJ



Solving the "**Dead Wall Syndrome**" that usually kills retail facades. It's We're giving the supermarket the walls it needs while giving the town the energy it deserves.

Dynamic Interaction:

Transforms the supermarket wall into a reflection of the community.

Reflects Street Life:

Mirrors capture pedestrian movement, making the building feel "alive."

KINETIC FACADE



Spatial Expansion: uses reflectivity to "dissolve" the building edge and expand the pedestrian zone

Environmental Synergy: constantly shifting facade responds to weather, time, and motion

LEON Marketplace
262-270 Main St. West Orange, NJ



FRONT DOOR EXPERIENCE

Visibility:

Communicates an invitation to pedestrians "You are welcome here"

Transparency:

Dissolves the barrier between the store and the sidewalk

Rhythm:

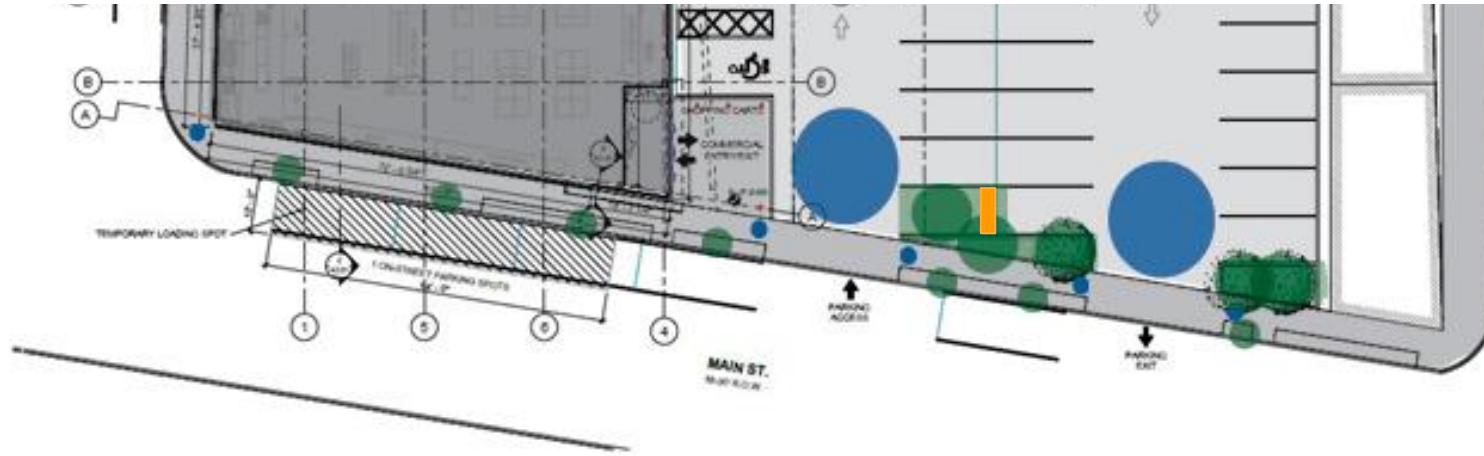
Creates a "pulse" of activity that makes the walk feel shorter

Activate the Sidewalk:

Transforms transition point into a hub of "street energy"

Enhance Safety:

Large glass entrance provides transparency and natural surveillance for pedestrians



Promoting Walkability & Access for Pedestrians

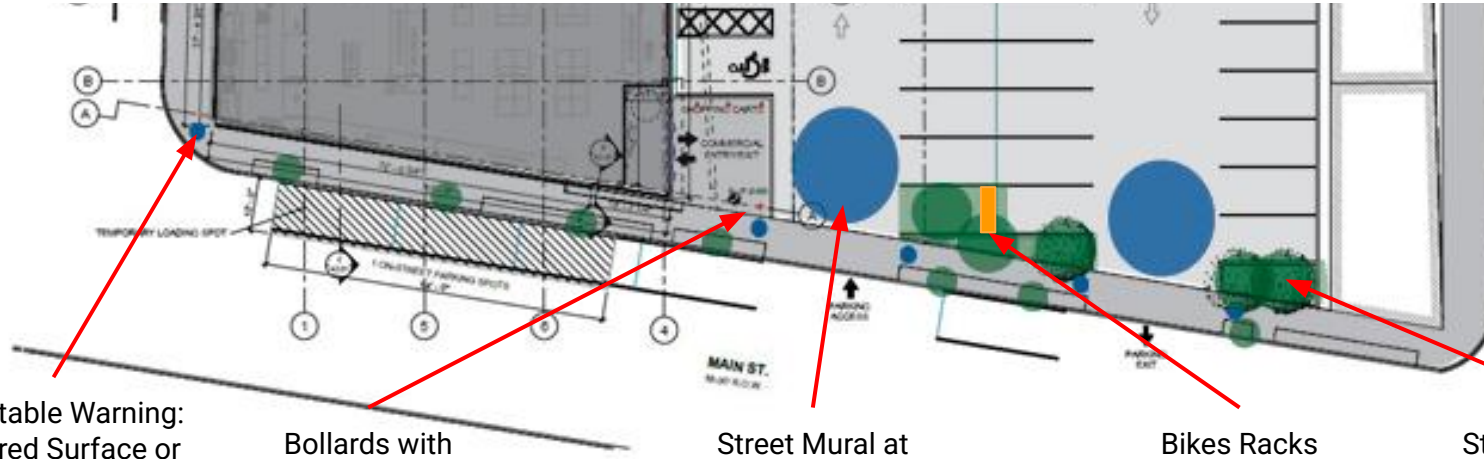
Safety First: Smooth, unobstructed surfaces for all-access mobility, and physical buffers from traffic

Visual Interest: Transparent storefronts and public art activate edges. Greenery and landscaping shorten perceived walking distance

Social Comfort: Greenery provides shade and wayfinding

PROPOSED DESIGN APPROACH

Reclaiming Main Street for Pedestrians



Detectable Warning:
Textured Surface or
Painted Sign

Bollards with
Lighting

Street Mural at
Crosswalk

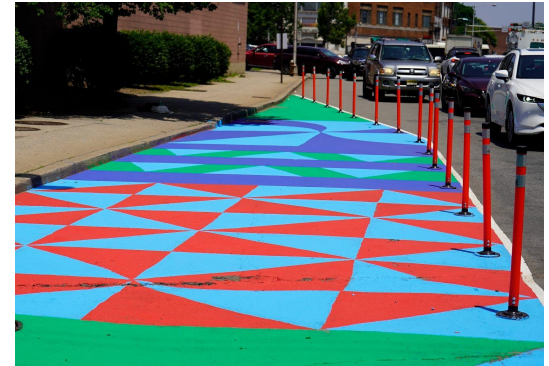
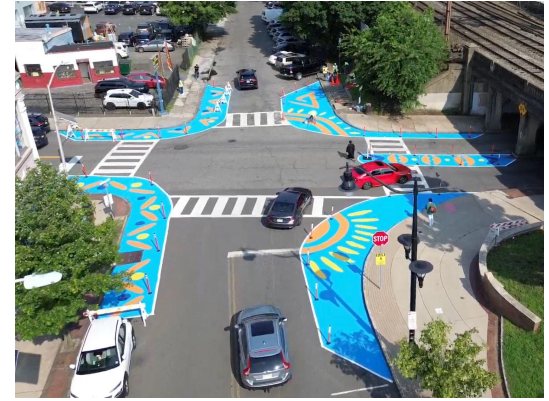
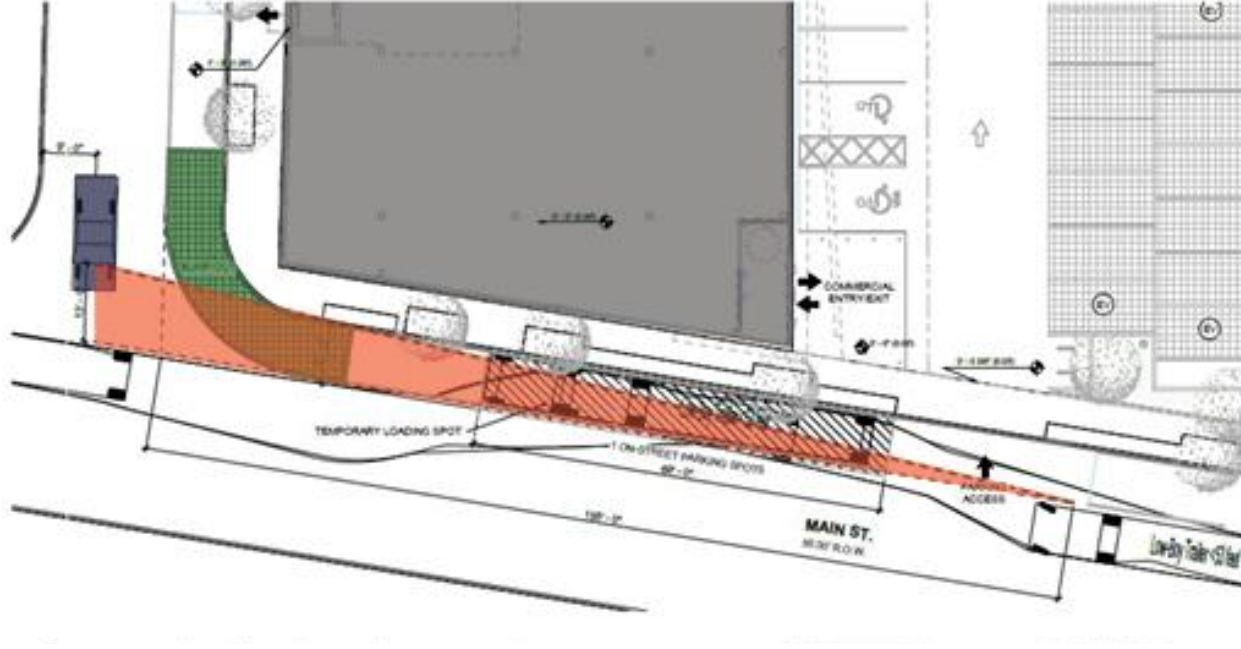
Bikes Racks

Stormwater Garden



LEON Marketplace
262-270 Main St. West Orange, NJ

JMA
JORGE MASTROPIETRO
ARCHITECTS



Creative Placemaking: Opportunities to engage community members to install asphalt art at crosswalks to promote pedestrian safety and walkability.



Humanizing the Parking Edge

Transform the existing parking lot that currently serves as a "dead zone," with humanizing elements:

Functional Rain Gardens: Integrated stormwater management that doubles as a lush, green buffer.

Urban Canopy: Strategic tree placement to provide shade and a sense of enclosure.

A "Living Shield" or Green Shield: Using nature to protect pedestrians from the visual and environmental impact of parked cars.

On-Street vs. Off-Street

References: the Montgomery case study; Impacts of Freight Parking Policies in Urban Areas: The Case of New York City; Strategic loading zone programs generate revenue while supporting local businesses and reducing traffic congestion, by Nan Chen

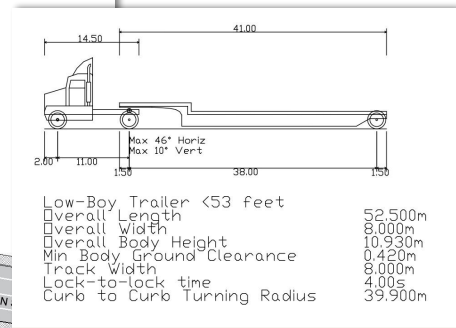
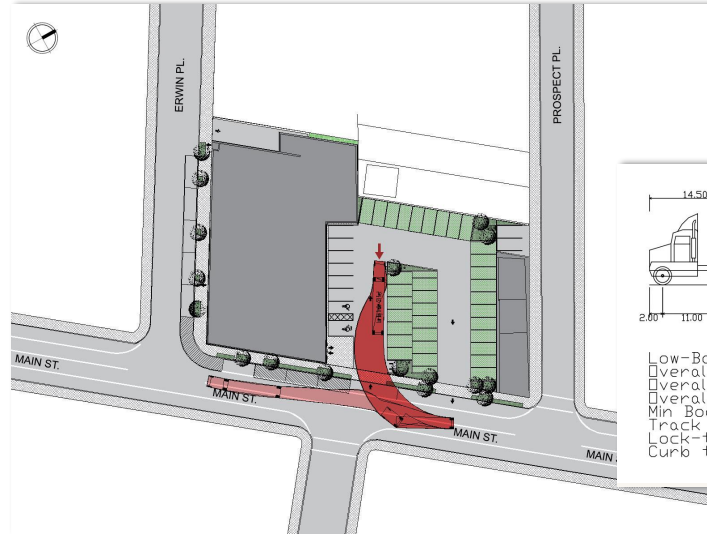
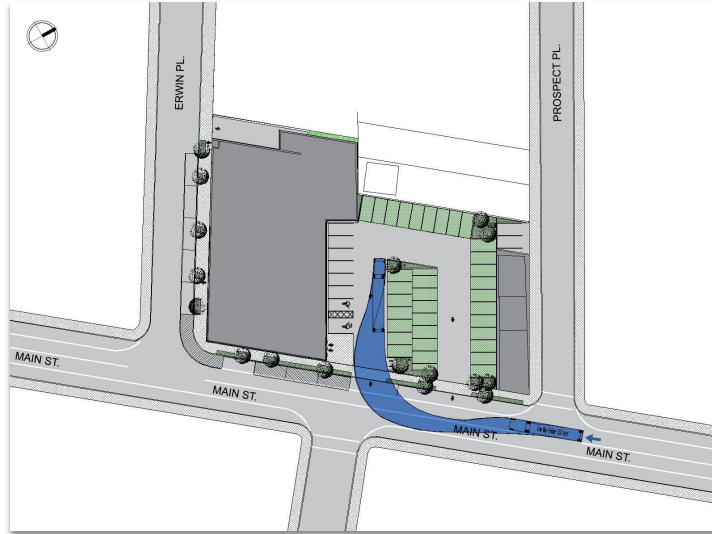
Off-Street

While inside-site (off-street) loading is superior for heavy industrial needs or long-duration stays, it is often inefficient for 20-minute "last-mile" deliveries due to the time lost navigating gates, ramps, and internal circulation

On-Street

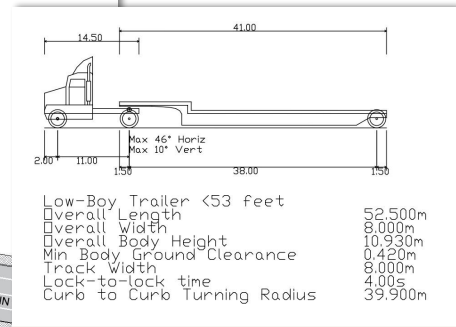
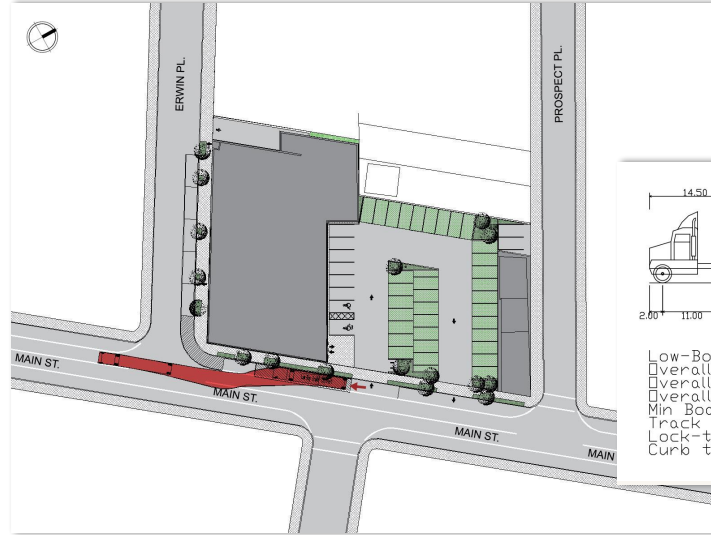
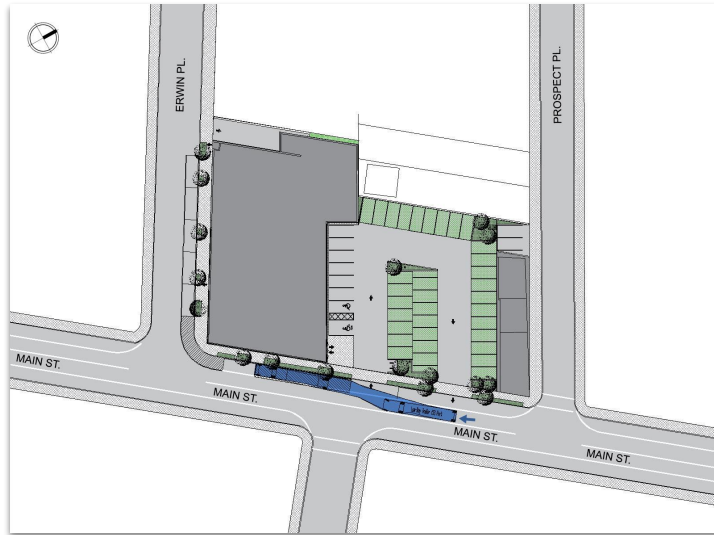
For a short-duration (30-minute) truck loading task, a dedicated on-street loading zone (often called a "Smart Loading Zone" or "Curb Space") is generally considered the best urban planning option.

OPTION 1 - Loading Pattern: Lowboy Trailer <53 Off-Street Loading



- Requires extensive maneuvering to enter and exit (task completion: under 30 minutes)
- Full-width lane blockage necessary for ingress and egress
- Crosses the pedestrian sidewalk four times per trip
- Parking spaces for customers will be unavailable during docking

OPTION 2 - Loading Pattern: Lowboy Trailer <53 Off-Street Loading



- **Streamlined Maneuvering:** Simplified entry and exit compared to on-site options
- **Parking Impact:** Requires 4 dedicated stalls (Mon–Thu, 7:00 AM – 12:00 PM)
- **Traffic Flow:** Maintains full lane availability; no street blockage required
- **Safety:** Zero pedestrian sidewalk encroachments

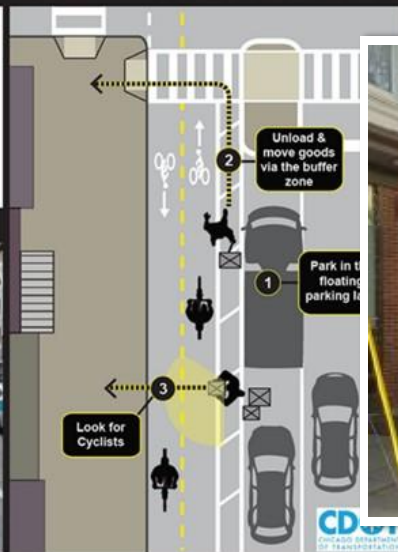
"Smart Loading Zone" or "Curb Space"

To prevent misuse and ensure delivery availability, commercial loading zones should be marked with signage specifying their purpose and any applicable time restrictions.

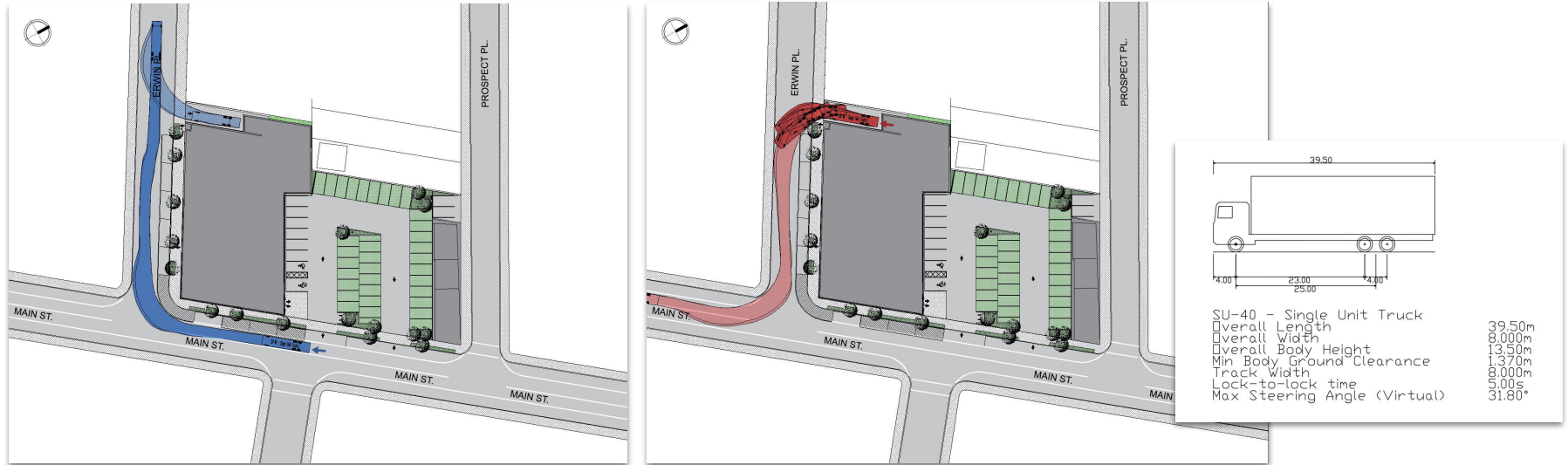
Loading/Unloading Near Protected Bike Lanes

- 1 Park in the floating parking lane located between the buffer zone and the travel lane.
- 2 Unload into the buffer zone. Walk in the buffer zone to the nearest crosswalk to get to the curb if wheeling goods.
- 3 Look for cyclists when crossing the protected bike lane if walking directly to the curb.

Keep the Protected Bike Lane Clear



Proposal: SU-40 Single Unit On-Site Loading



- Streamlined Maneuvering: Simplified entry and exit on Erwin Pl.
- Traffic Flow: Maintains full lane availability; no street blockage required.
- Congestion: Eliminates Street Congestions entirely by moving the truck off -road

An architectural rendering of the LEON Marketplace building at dusk. The building features a prominent gabled section with large glass windows and a dark, vertically-slatted facade. The interior is brightly lit, showing shelves and people. A circular logo is visible on the left side of the building. In the foreground, a wet street reflects the lights, with a white car and a dark pickup truck parked. Pedestrians are walking on the sidewalk. The sky is a deep blue with some clouds.

THANK YOU!

Questions?

LEON Marketplace
262-270 Main St. West Orange, NJ

JMA **JORGE
MASTROPIETRO
ARCHITECTS**