



City of Orange Township

29 North Day Street
Orange, New Jersey 07050

News Release

For Release: Immediate

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Orange to hold Public Forum on Economic Development

Thursday, March 12th 6:30-8:30pm. Council Chamber, City Hall. 29 North Day Street

On Thursday, March 12th, Mayor Eldridge Hawkins, Jr. will be holding the third in a series of public forums. Coming in the midst of a major recession, the forum will focus on the city's strategies to stimulate local economic growth and revitalize our major shopping districts.

At the forum, residents, business owners and commercial property owners will have the opportunity to learn about the results and recommendations of the extensive "Community Insights™" revitalization study conducted for Orange by the JGSC Group, of Merchantville, NJ.

The study gathered information from municipal officials, local planning and zoning documents, business organizations, merchants, property owners, residents, shoppers, visitors and others to determine how to best revitalize economic growth and build consensus for action. Information from a public survey has been combined with other economic data to identify stores and restaurants to recruit to the area, and to specify changes, events and activities people utilizing the district would like to see. It has helped Orange planners to understand who does and does not visit the area, what stores and activities they patronize, and why.

The result is a comprehensive revitalization plan employing strategies such as business recruitment, business retention and a cooperative destination marketing approach to energize growth for Orange.

Mayor Hawkins, Director of Planning and Development Valerie Jackson, Deputy Director of Planning Christopher Mobley and JGSC officials will answer questions on the revitalization plan and economic development strategies. Those unable to attend, may watch the forum on Channel 35.

Statement by Mayor Eldridge Hawkins, Jr.

"Attracting new development, bringing in new businesses, helping existing businesses to thrive, and revitalizing our business districts are the highest priorities of my administration. In the long run, this is the most important way to hold down property taxes and make it possible for people to continue to live in Orange. With completion of the revitalization study, we can now begin implementing the comprehensive economic development plan that will map the road to a prosperous future for Orange."

Statement by Valerie Jackson, Acting Director of Planning and Development

“I am excited that we have completed the first step in creating our overall strategy for the economic revitalization of Orange. In the next phase, we will be implementing plans to launch the revitalization, make our business areas safer, make business structures more attractive to retailers, retain businesses, recruit new businesses, make zoning more business-friendly, and attract more shoppers and visitors to Orange.”

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