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EDITOR'S PICK FEATURED

## Renovated Caldwell office building, The Wilson, to open March 1

By KATHY SHWIFF Editor  
Jan 1, 2020



The scaffolding is removed from The Wilson building on Bloomfield Avenue in Caldwell on Monday, Dec. 9.

### MORE INFORMATION

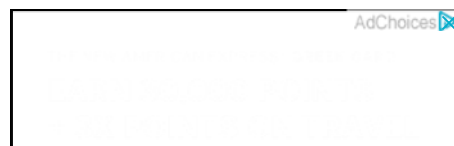


Grover House brightens Caldwell's downtown  
Grover House formally opens in Caldwell

**CALDWELL** – Tenants will move into The Wilson, a renovated office building at 307 Bloomfield Ave., on March 1 and a grand opening is planned in May.

After a year of work, the scaffolding was removed from the front of the building Monday, Dec. 9, revealing the original Indiana limestone facade, which had been painted light green in the early 1980s.

“The stone was really in grand shape,” said Bob Silver, founder of The Bravitas Group of Montclair, which owns the building. Workers did replace mortar missing from some of the joints between the stones.



“There’s been a whole team of craftsmen and tradespeople there for the last year who have painstakingly restored the exterior plus the interior.”

He credited Jack Finn and Lance Hoffman of Jack Finn & Co. Building Contractors, who led the restoration effort, as well as the chief architect, Rick Jarzembowski of Sionas Architecture, and interior designer Rachael Grochowski of RHG Architecture + Design.

All three Montclair firms also restored Grover House, 333 Bloomfield Ave., another Bravitas building, which officially opened last March.

Silver also thanked The Wilson’s neighbors, Paintland and Towne Laundromat, which have been disrupted by the construction; the Caldwell police; and borough employees and officials. “Everybody in town has really welcomed us,” he said.

The building, dating from 1926, was the former home of the Caldwell National Bank. It has been vacant since a branch of Valley National Bank there closed in 2008.

Bravitas received Planning Board permission to add a third story to both Grover House and The Wilson, which lease office space designed for the needs of each tenant. Both buildings have a common conference room, a shower and changing room to encourage biking and walking to work, and video security with access for tenants 24 hours a day seven days a week.

The buildings were renovated with environmentally efficient electrical and plumbing fixtures and all construction waste was recycled. Both have gallery space for exhibits by local artists.

85 Percent Leased

Silver said 85 percent of the space in The Wilson was leased as of Friday, Dec. 20.

Among the tenants:

- Coldwell Banker Residential Brokerage’s West Essex Regional Office will
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move to the first floor from its current location at 484 Bloomfield Ave.

- State Sen. Richard Codey and his son have leased office space for their business interests, not for Codey's legislative office.

- Wander Atelier is a wedding gown salon with three private rooms where clients may try on dresses with a few family members and friends present. The new business, which is by appointment only, is owned by Nicole and Andrew Sheppard. She has been a wedding planner with an office in Hoboken.



- Dr. Leslie Gerstman of North Caldwell, who practices cosmetic and laser medicine, has another office in Manhattan.

- Electric Love Studios, a wedding photographer and videographer, is moving from Madison.

Silver said some tenants are moving from other Bravitas buildings in Montclair, having outgrown their space there.

They include Back to Basics Nutrition Counseling, with a staff of three registered dietitians; House of Funk, an interior-design firm led by Sandra Funk of Essex Fells; and Dr. Mona Maaty, a psychiatrist.

Be You Counseling, run by Daniel Rowen, is moving to The Wilson from Grover House for the same reason.

For the first time in 12 years, Silver does not have another development project lined up. Bravitas has renovated 12 buildings: the two in Caldwell, one in Red Bank and the rest in Montclair.

"I am always looking for beautiful, empty, architecturally interesting buildings," he said, adding that he prefers to renovate buildings constructed before 1940 that will have more than 14,000 square feet available for lease when completed.

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