

Berkeley Heights Downtown Beautification Committee
29 Park Avenue
Berkeley Heights, NJ 07922



Memo – July 9, 2020

To: Planning Board
Subject: 528 Springfield Avenue

The Downtown Beautification Committee (DBC) is trying to create a cohesive, traditional feel in our small town of Berkeley Heights. We encourage high-quality design to create a greater visual impact and draw business and visitors to our small town. In our downtown area, we strive to maintain a cohesive look.

In short, Berkeley Heights is a small town that would like to maintain that “small town” feel. Specifically, “the Township of Berkeley Heights looks to incorporate specific downtown improvements that create a historic, traditional feel that will last through decades.” (taken from the Approved Part 19 Article 19.5.1 Applicability)

We would also like to state that we are unabashedly “pro-business” and want our Town’s businesses to flourish and be profitable. Successful businesses here in Berkeley Heights are vital to making our downtown a more inviting, charming and vibrant community. These attributes will draw more people to our downtown, which in turn will help all businesses thrive.

Specific comments that pertain to this property are as follows:

1. We recommend that the proposed natural stucco standstone finish be replaced with either a real natural stone or a cement composite siding (hardie plank) as recommended in section 19.5.7 of Part 19. This look will complement the character of the existing neighborhood and the other projects currently under development. While stucco was used on the property across the street (Berkeley Hardware), that building was renovated prior to the adoption of the current Part 19 standards.
2. Signage. We would ask that the signage be consistent with the signage on Delicious Heights and/or Vine Republic. If possible, we would like to review the sign design and materials prior to final.
3. Please include following required Streetscape Enhancements:
 - a. Pavers: Hanover Prest Brick, Traditional, Red Charcoal Blend Natural Finish or Traditional Red Natural Finish size 4x8, Herringbone Design at a 45-degree angle
 - b. Lamp post: Shakespeare Historical Series – Washington Style 17” Anchor Base – AP17-12FS41W1. (Fluted shaft, 12’ height, semi-gloss dark green, with weatherproof receptacle). With the CAN Generation Series LED Post Top – ACN050LEDEU33113GN. (Classical cage type, Acorn top, Architectural finial in Hanford Green)
 - c. Bench: Victor Stanley, Inc. City Series Model Cr-18, 6 Foot length, Color- Black
 - d. Litter Receptacle: Victor Stanley, Inc. Economy Series ES – 142, 36 – gallon with the Standard Tapered Formed Lid, Color- Black, with half-moon liners for 36 gallon OR Victor Stanley, Inc. SD 242- 2- 36 Gallon with the Standard Tapered Formed Lid, Color- Black
 - e. Planters: Victor Stanley, Inc. Ironsites Series S-24, with Wide-Mouth Formed lid, Color- Black (optional)
 - f. Bike Rack: Secure-Site Design LLC, Model BRNS-301, Color- Black

In addition to the pavers, lamp post, bench and litter receptacle, given the location of the property, we recommend the addition of a bike rack as the property is likely to be frequented by young residents in town.

As per the Municipal Code: Section 19.5.4 Urban Design

Character and Consistency. The character of a zone, neighborhood, streetscape, district and community is created and maintained through the consistent use of compatible urban design and architectural design elements such as massing, scale, proportion, style, roof pitches, materials, colors, signage, building details, lamp posts and other lighting, fences, walls, shade trees and other landscaping, sidewalk and walkways materials and other groundscape treatments, benches, trash receptacles and other street furniture. Consistent use of compatible elements develops and reinforces design relationships and shall be encouraged. Architectural or streetscape elements that are incompatible with these guidelines shall be avoided.

4. Please confirm design intention with physical samples of colors and material (brick, mortar, boards etc.).

Thank you for considering our proposed changes.