

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



Memo – January 7, 2020

To: Planning Board
Subject: 495-497 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 improve the look of our downtown, thereby creating a greater visual impact and drawing business and visitors to our small town. In our downtown area, we strive to maintain a cohesive look with all streetscape planning. The DBC strongly encourages the Planning Board to consider these options to the above referenced property.

- (1) It is important for this building to fit into the current landscape and neighborhood. The mansard roofline is extremely inconsistent with the neighborhood and surrounding buildings. *Please refer to the municipal code Section 19.5.4 Urban design (see below).* The building to the left of this building (as per the picture below) is a hip/gable roofline. We encourage the planning board to keep the roofline consistent with the roofline of Heritage Square hip/gable roofline. The original submission had an appropriate roofline it just needed to incorporate the third story windows into the roofline. As well in the new plan, the windows are not aligned with the windows on the second and first floor. The column is completely out of place and is two stories high which is a major eyesore. Please reconsider the roofline and the window adjustments on these plans.



*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.*

- (2) For the retail space, will they be able to get deliveries/fire engines/garbage trucks in the back of the building? Is there a sidewalk that will bring the customer from the back to the front of the building?
- (3) Will there be a bathroom for the retail space?
- (4) Confirm design intention with physical samples of colors and material (brick, mortar, boards etc). Please consider these Hardie Board colors: Cobblestone, Monterey Taupe, Gray Slate or Navajo Beige. What color is the brick?
- (5) Roofing Materials/Colors - Asphalt shingles. Please consider black with the one of the colors above.

- (6) Please consider approving the type of signage that will be on the building. Wall mounted signs materials:
- Carved or sandblasted painted high-density eurythane foam or wood.
 - Hard mounted pvc/komacel.
 - Individual or dimensional letters of formed plastic or metal
 - Pin Mounted Halo Lit
- Please consider 3 gooseneck lighting in black above the sign. (always good to use odd numbers).

- (7) Please include following required Streetscape-***Currently, the lampposts and pavers are not the correct standard:***
- Pavers: Hanover Prest Brick, Traditional, Red Charcoal Blend Natural Finish or Traditional Red Natural Finish size 4x8, Herringbone Design at a 45 degree angle
 - Lamppost: 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)
 - Bench: Victor Stanley, Inc. City Series Model Cr-18, 6 Foot length, Color- Black
 - 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
 - Planters: Victor Stanley, Inc. Ironsites Series S-24, with Wide-Mouth Formed lid, Color- Black
 - Bike Rack: Secure-Site Design LLC, Model BRNS-301, Color- Black

Thank you for considering our proposed changes.