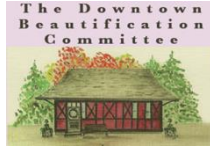


Berkeley Heights Downtown Beautification Committee
29 Park Avenue
Berkeley Heights, NJ 07922



Memo – October 19, 2022

To: Planning Board
Subject: 578- 590 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. The revised plans still shows two front doors rather than the one requested in the last round of review. To unify the front of the building, please add a portico with a triangle top to match the angle of the roof and two columns. (example below:)



2. Please specify what color the fiber cement accent siding will be and also note what type of fiber cement (i.e. flat vs shake) is being used.
3. Please consider adding a decorative attic vent to the front of the building to break up the large space.

4. Please confirm that the crown molding on the doors and windows depicted in the drawings will be added during building construction, as well the two street lamps and the paver sidewalk. Also please specify the color of the molding.
5. Please note that a solar timer will need to be added to the streetlamp as part of a program to have all streetlamps lighted during the same hours. The Town will take responsibility for light bulb maintenance.
6. While regulations require outdoor space, this building doesn't have any. One potential solution is to add an outdoor roof deck on top of the garage.

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 ground scape 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.

Thank you for considering our proposed changes.