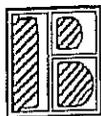




Central Business District Study and Plan
BOROUGH OF WESTWOOD, NEW JERSEY

December 1, 2005

Prepared by Burgis Associates



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Community Planning
Land Development and Design
Landscape Architecture

CENTRAL BUSINESS DISTRICT STUDY AND PLAN BOROUGH OF WESTWOOD BERGEN COUNTY, NEW JERSEY

PREPARED FOR:

BOROUGH OF WESTWOOD PLANNING BOARD

BA# 1483.37

The original document was appropriately signed and sealed on December 1, 2005 in accordance with Chapter 41 of the State Board of Professional Planners.

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1.0 BACKGROUND INFORMATION

The Borough of Westwood has retained Burgis Associates, Inc., to prepare a plan as a framework to maintain and improve the community's central business district that is established along Westwood Avenue as well as the surrounding roadways of Broadway, Kinderkamack Road, Irvington Street and Jefferson Street.

The Borough has continued to recognize in numerous master plan studies the necessity to establish a significant physical focus of the business district within the community in order to steer its local and regional economic growth. This plan is designed as an update to the prior analysis of the CBD, conducted in 1993, to continue to improve the physical and visual amenities associated with the business district and guide business investment and re-investment in the community.

The accompanying document utilizes several components to assess the existing conditions of the CBD. The report provides background data on existing land use and intensities-of-use, building descriptions, parking that serves the district, circulation and traffic issues.

Review of detailed physical design elements is provided in the plan in order to enhance the design character of the district. Recommendations are included to provide for upgrades to the existing streetscape elements such as sidewalk treatments, crosswalks and landscaping.

The culmination of specific goals and objectives to guide the community's business district are also provided to form a basis for the approach to implement the plan's recommendations.

2.0 STUDY AREA

2.1 INTRODUCTION

The analysis of the CBD includes the evaluation of the properties not just within the CBD or the CBD/SPE zone instead includes the CO and O

zones. The inclusion of these zones provides a more comprehensive analysis of the land uses that make up the downtown area. In addition, this analysis provides an understanding of the physical interrelationship of the factors influencing the physical operations of the district.

There are a number of notable characteristics of the borough's central business district. The central business district contains a diverse mixture of commercial, civic, office and residential uses supported by a broad range of essential community services. The CBD contains excellent regional access via connections to railway and bus mass transit, as well as east to west and north to south county roadways that provide corresponding linkages to regional arterials such as Route 17 and the Garden State Parkway. On the one hand this connectivity provides good access to the metropolitan region, but as noted in this study it can also negatively impact the district.

The Borough's CBD streetscape is facing several issues which are impacting the community. A significant issue to the community is to establish traffic control and calming measures along Washington and Westwood Avenue, Broadway, Kinderkamack Road and the supportive street network. A second important issue is the need to strengthen the retail market of the district considering the local and regional competition that has evolved in recent years and what is projected into the future. With compilation of a comprehensive plan these critical issues can be systematically addressed to enhance this significant community asset.

This can be achieved with an enhanced visual and physical scale and character while providing for managed economic growth to improve the business environment.

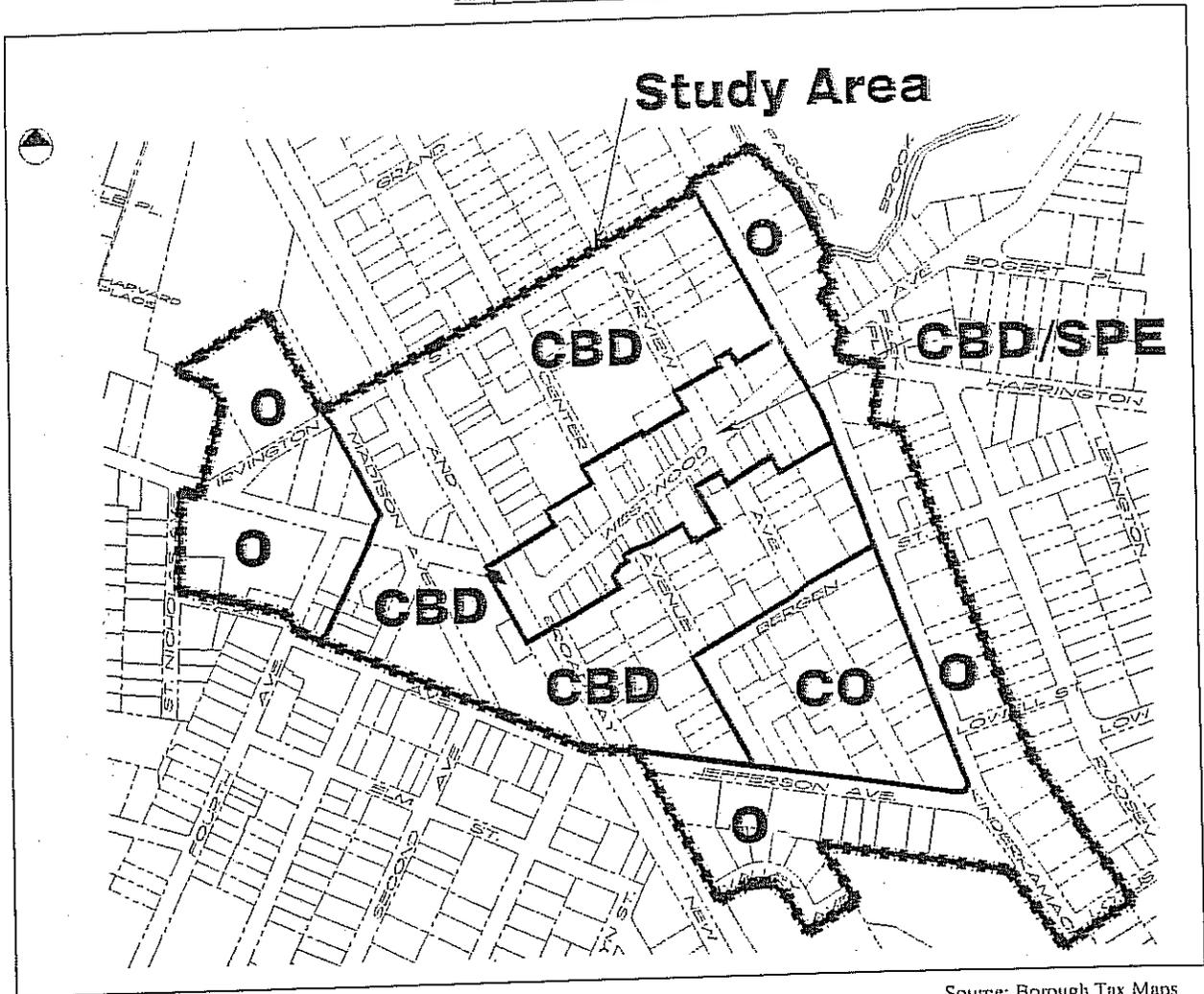
2.2 STUDY AREA DESCRIPTION

The study area as noted on the attached map is composed of properties along Westwood Avenue between Kinderkamack Road to the east

to Broadway to the west. The parallel roadways of Irvington Street and Jefferson Avenue define the northerly and southerly limits of this study. The properties along Washington Avenue up to and including 3rd Avenue, 4th Avenue, Madison Avenue and Park Avenue adjacent to the municipal library and Veterans and Isaac D. Bogert Park, while on the westerly side of the railroad tracks are inclusive of the business district active commercial core of the community.

The following map illustrates the study area.

Map #1
Map of Study Area



Source: Borough Tax Maps

2.3 ANALYSIS OF EXISTING LAND USES

The study area consists of 203 tax lots and approximately 55.6 acres of land, excluding rights of way. An analysis of the existing level of development reveals that 200 parcels are developed and 3 parcels are identified as vacant properties.

The following summarizes the analysis of the study area's existing land uses:

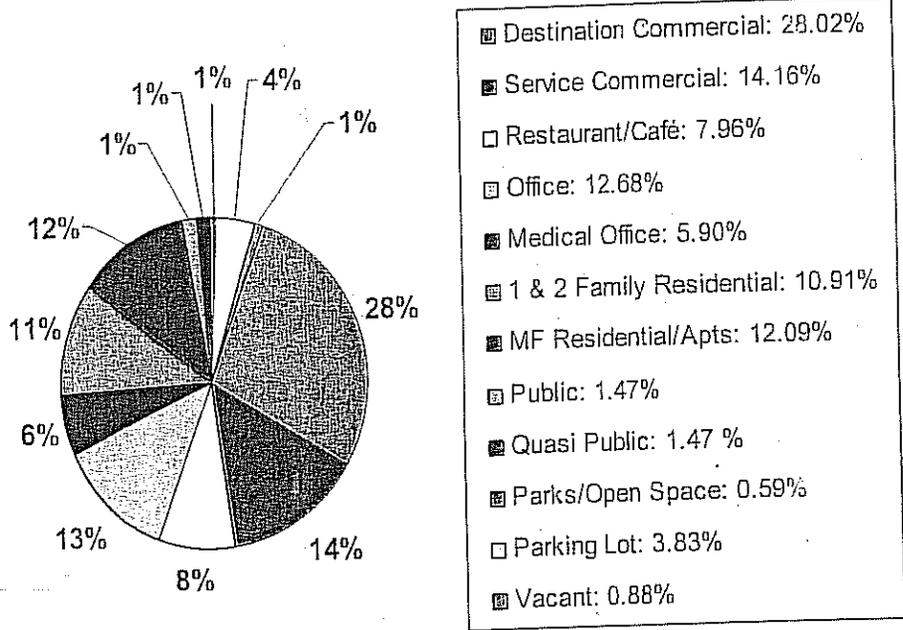
1. The physical identity of the district within the borough is fairly cohesive as a district with a clear distribution of land uses relative to the zone plan;
2. Portions of the district have a unified thematic context while other sections are varied and require physical improvements to provide greater visual connectivity.
3. The intensities of development are generally consistent to the zone plan with the CBD/SPE zone containing the highest level of development and the CBD containing a greater mixture of land uses;
4. The business district contains several key civic uses such as the municipal complex, post office, senior center and library, which provide a significant community focus to the CBD.
5. A review of the existing retail uses within the district reveals that approximately 14 percent of the land in this zone is devoted to service commercial uses and 28 percent is devoted to destination commercial uses;
6. There is a strong concentration of retail uses along Westwood Avenue and Broadway as well as the major thoroughfares. These represent the core commercial areas.
7. The business district contains key retail anchor stores, which serve the communities daily needs while drawing patrons from the region;

8. Residential and office uses are interspersed between commercial uses, especially along the fringe of the district;
9. The offices which are interspersed range from professional to medical offices. The existing land use analysis reveals that approximately 12 percent of the land is office use and 6 percent is devoted to medical office uses;
10. Several lots are occupied solely as parking lots which are under the operation of the Westwood Parking Authority. The location of these facilities is within the CBD zone which provides an internal source of parking to the core areas of the district. Careful review of the expansion of these parking areas needs to be taken in order to not disconnect commercial properties on the fringe of the district from the core commercial areas.

The chart and table on the following pages detail the land uses in the study area. Chart 1 outlines the overall land uses in the study area and Table 1 summarizes the detailed land uses based on the zoning districts.

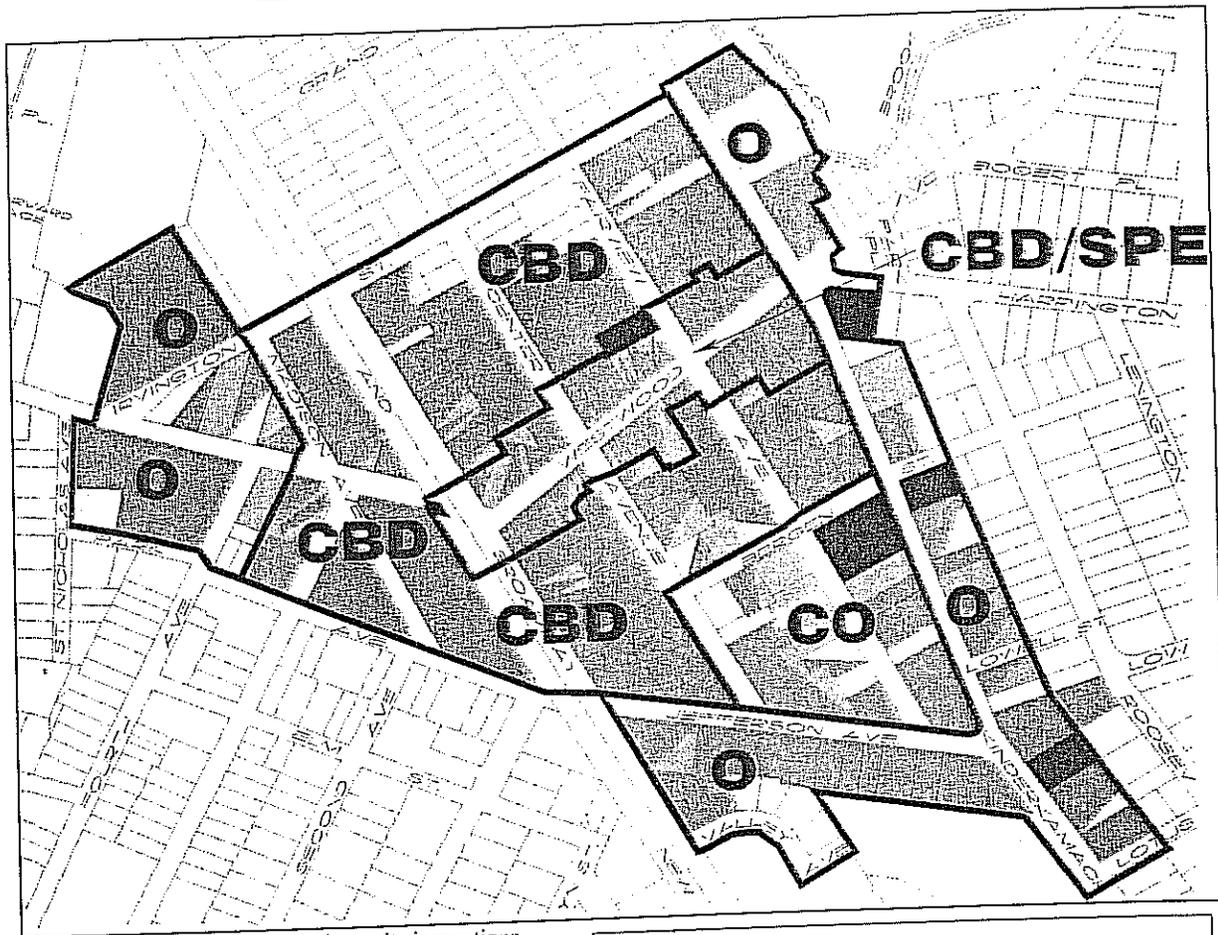
CHART 1
CENTRAL BUSINESS DISTRICT LAND USE DISTRIBUTION

Westwood CBD: Existing Land Use

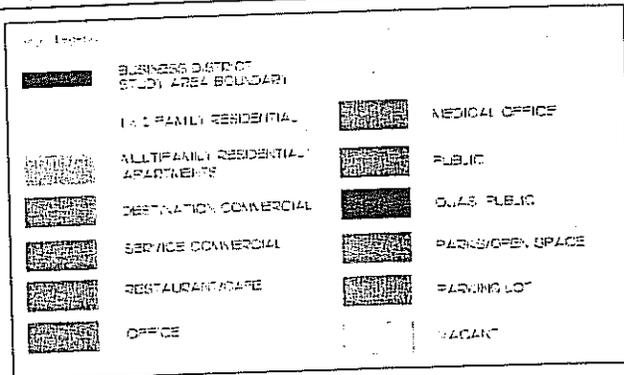


Source: Burgis Associates calculations and site inspections
 * Number may not total due to rounding

MAP #3
CENTRAL BUSINESS DISTRICT EXISTING LAND USE MAP



Source: Burgis Associates site inspections



2.4 ANALYSIS OF EXISTING PHYSICAL CONDITIONS

The analysis of the existing physical conditions of the study area reveals several elements require enhancements. Those elements include vehicular and pedestrian enhancements, streetscape improvements, architectural guidelines and parking improvements.

The following is noted elements that require improvement or refinement;

1. The district should have stylistic and decorative signage to demarcate entry along the major east west thorough fares Westwood and Washington Avenues as well as the north and south corridors of Kinderkamack Road and Broadway as well as directional or informational signs.
2. The current CBD imagery contains an eclectic mix of architectural styles. The district includes several notable historic buildings lending a traditional basis for architectural styling of the district.
3. Some modifications to existing buildings utilizes simplified modern detailing which has resulted in a confusing mixture of architectural styling on the same building facade and further dilutes the districts charm and historical context. This mixture should be guided through architectural design guidelines that establish appropriate methods of renovation of existing buildings to respect their traditional styling. These guidelines would also provide a basis to guide how new construction should be styled and scaled to complement the history of the CBD.
4. The CBD streetscape improvements implemented over ten years ago require maintenance and physical improvements such as pavement resurfacing, edging along the base of trees (tree wells) and crosswalk improvements.
5. Streetscape improvements should be implemented throughout the district to further identify the limitations of the district. A unifying standard should be implemented.
6. The traffic improvements currently being studied by the borough in the district should incorporate provisions for decorative crosswalks as well as the direction of traffic in a safe and efficient manner.
7. New development proposals should include the installation of street trees along roadways in accordance with the approved list of trees as formulated by the borough.

Borough of Westwood Central Business District Study & Plan

3.0 GOALS AND OBJECTIVES

The following is an outline of goals and objectives associated with the central business district study

3.1 VEHICULAR AND PEDESTRIAN CIRCULATION

- Improve vehicular flow into and around core of Westwood Avenue while minimizing potential impact to surrounding zones;
- Improve identification and ease of access to public parking lots;
- Reroute truck traffic around the pedestrian core of Westwood Avenue;
- Enhance connections to mass transit from the district;
- Create greater pedestrian safety within and surrounding the CBD with enhanced walkways, crosswalks and curb extensions where appropriate;
- Enhance crosswalk visibility and awareness and instill traffic calming techniques at key intersections;
- Improve sidewalk connections to surrounding neighborhoods.

3.2 STREETScape DESIGN

- Improve upon existing streetscape elements where appropriate to establish an improved standard to enhance the visual image and historic appeal of the district;
- Improve the functional design of the streetscape;
- Establish landscape improvements which provide for greater aesthetics and seasonal interest in the district;
- Pursue the establishment of a management entity that would organize and enact maintenance of the streetscape amenities;

- Improve connection to mass transit from the district;
- Provide opportunities for place making and gathering areas;
- Connect the streetscape to Veterans Park and the bandstand to expand and connect the streetscape experience to the park.

3.3 PARKING

- Permit and encourage the establishment of cross easements and joint access agreements to provide for a means to establish shared parking arrangements between lots;
- Provide greater utilization and connectivity of existing parking areas;
- Study potential sites for new commuter parking areas that can also provide additional off peak parking areas for patrons.

3.4 ARCHITECTURE

- Protect and maintain historically significant structures;
- Identify, retain, and implement storefront improvements to enhance their functional and decorative features including display windows, signs, doorways, columns and awnings;
- Ensure that window patterns on the upper floors, cornice elements, and other decorative features relate to the details and patterns of the entire facade;
- Pursue financial assistance programs that will help small business owners improve facades and buildings to improve the aesthetic appearance of their properties;

3.5 VETERANS MEMORIAL PARK

- Establish a Park Master Plan to coordinate future improvements and a basis for fund raising;
- Enhance the landscape setting and views of bandstand Gazebo;
- Redefine the walkway system to improve the usability of the park, connect the easterly and westerly portions and enhance views of park focal points and monuments;
- Provide seating areas which view park focal points, while maintaining a balance of convenience and safety in the park;
- Improve lighting and aesthetics of the park through installation of decorative street lamps;
- Incorporate horticultural diversity to strategic areas of the park;
- Minimize the impact of traffic movement and commuter parking on Madison Avenue;
- Improve access and utilization of the heritage society museum at the train station;

Borough of Westwood Central Business District Study & Plan

4.0 CBD Plan Improvements

4.1 THE PLAN

The proposed plan improvements provide a framework to maintain and improve the function and vibrancy of the community's central business district. The plan components are intended as guidelines at this time and they require further study and consideration as to their respective suitability.

The plan components are divided into several sections as follows:

- Vehicular and Pedestrian Circulation
- Streetscape
- Architecture
- Veterans Park

4.2 VEHICULAR AND PEDESTRIAN CIRCULATION

As noted earlier, the borough is currently undergoing an analysis of traffic improvements at several key intersections of the borough, (see the subsequent map). The following are recommendations to improve the direction of traffic and pedestrian crosswalks at several of these intersections as it pertains to the function of the business district.

Intersection A: Washington/Westwood Avenue and Broadway

- Analyze if a dedicated right turn lane for eastbound Washington Avenue is feasible,
- Installation of curb extensions or patterned pavement at SE corner of Westwood Avenue for improved pedestrian safety,
- Installation of modified curb realignment to the southbound lane proceeding south from the intersection,
- Improve pedestrian crosswalks through installation of imprinted patterned surfacing.

- Improve aesthetic focus to major intersection through adjacent landscaping improvements.

Intersection D: Westwood Avenue at Kinderkamack Road

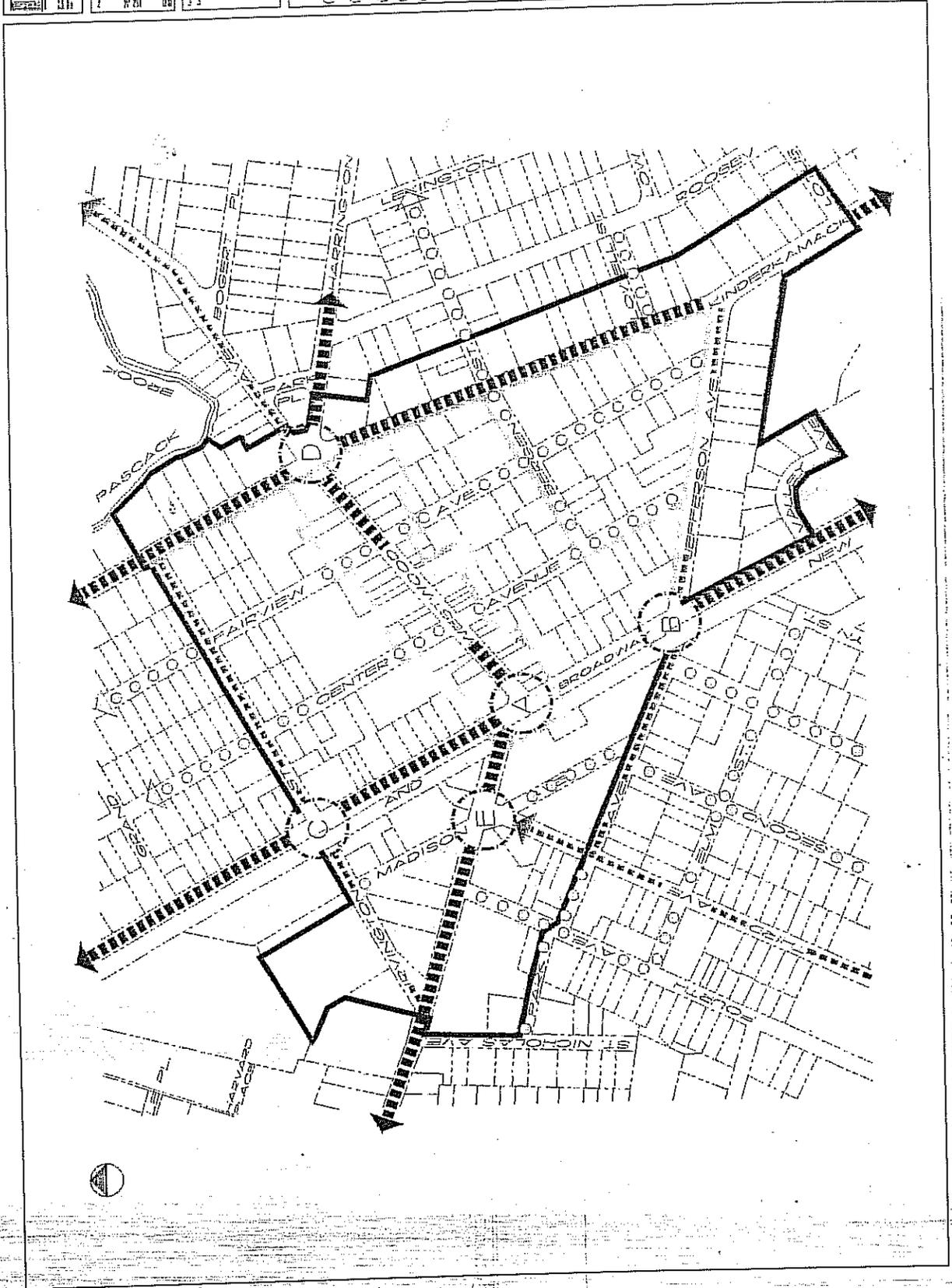
- Study if northbound right turn movement to route truck traffic around the downtown can be provided.
- Install curb extensions or patterned pavement at SW corner of Westwood Avenue and Kinderkamack Road for greater pedestrian safety.
- Improve pedestrian crosswalks through installation of imprinted patterned surfacing to sidewalks at intersection.

Intersection E: Washington and 3rd Avenue

- Study the feasibility of a signalized intersection to ease left turn movements from 3rd onto Washington.
- Study if curb realignment or patterned pavement can be implemented to improve pedestrian crossings and to help channel traffic.
- Improve pedestrian crosswalks through installation of imprinted patterned surfacing.

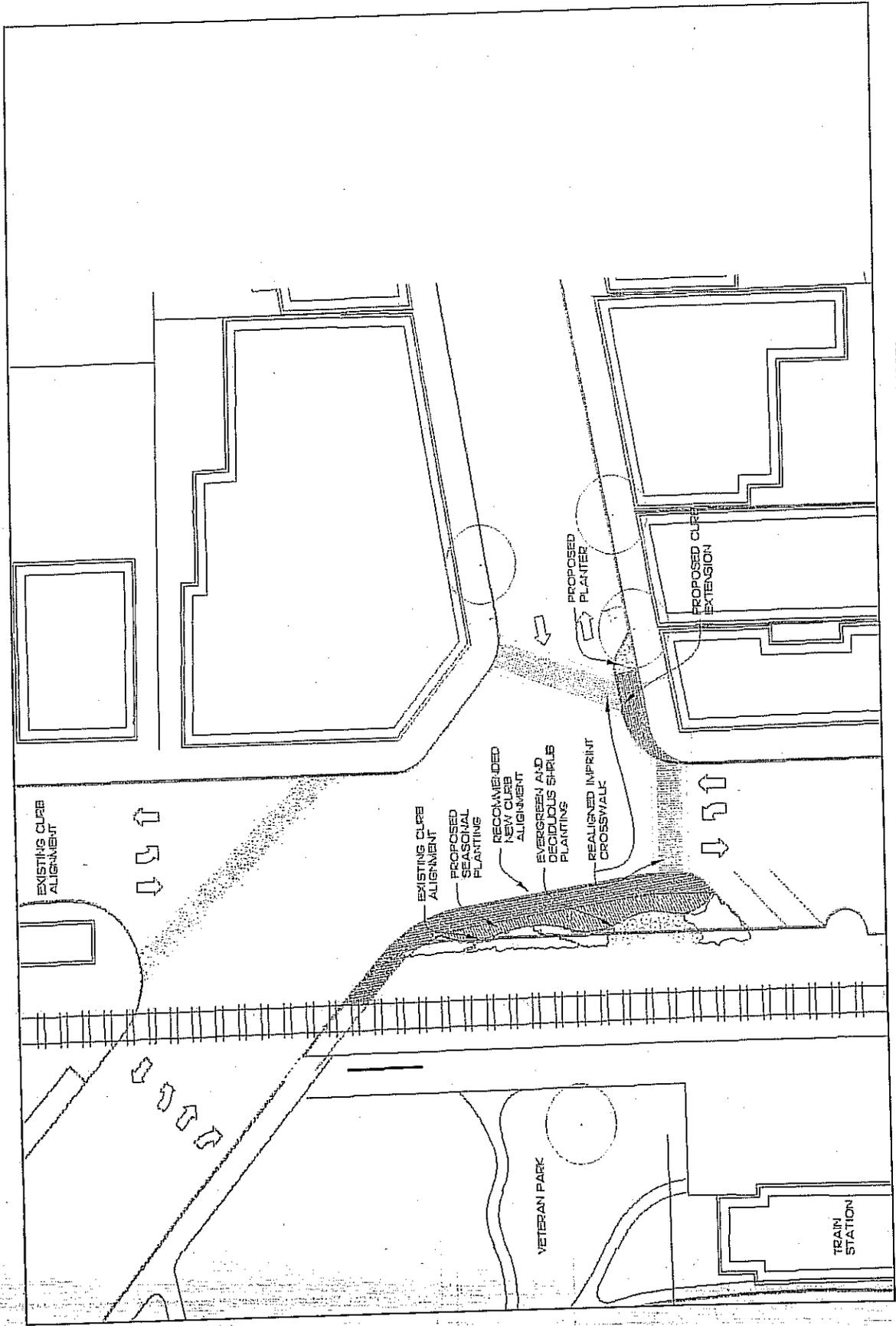
Borough of Westwood Central Business District Streetscape Study & Plan

Illustration #3
Circulation Analysis



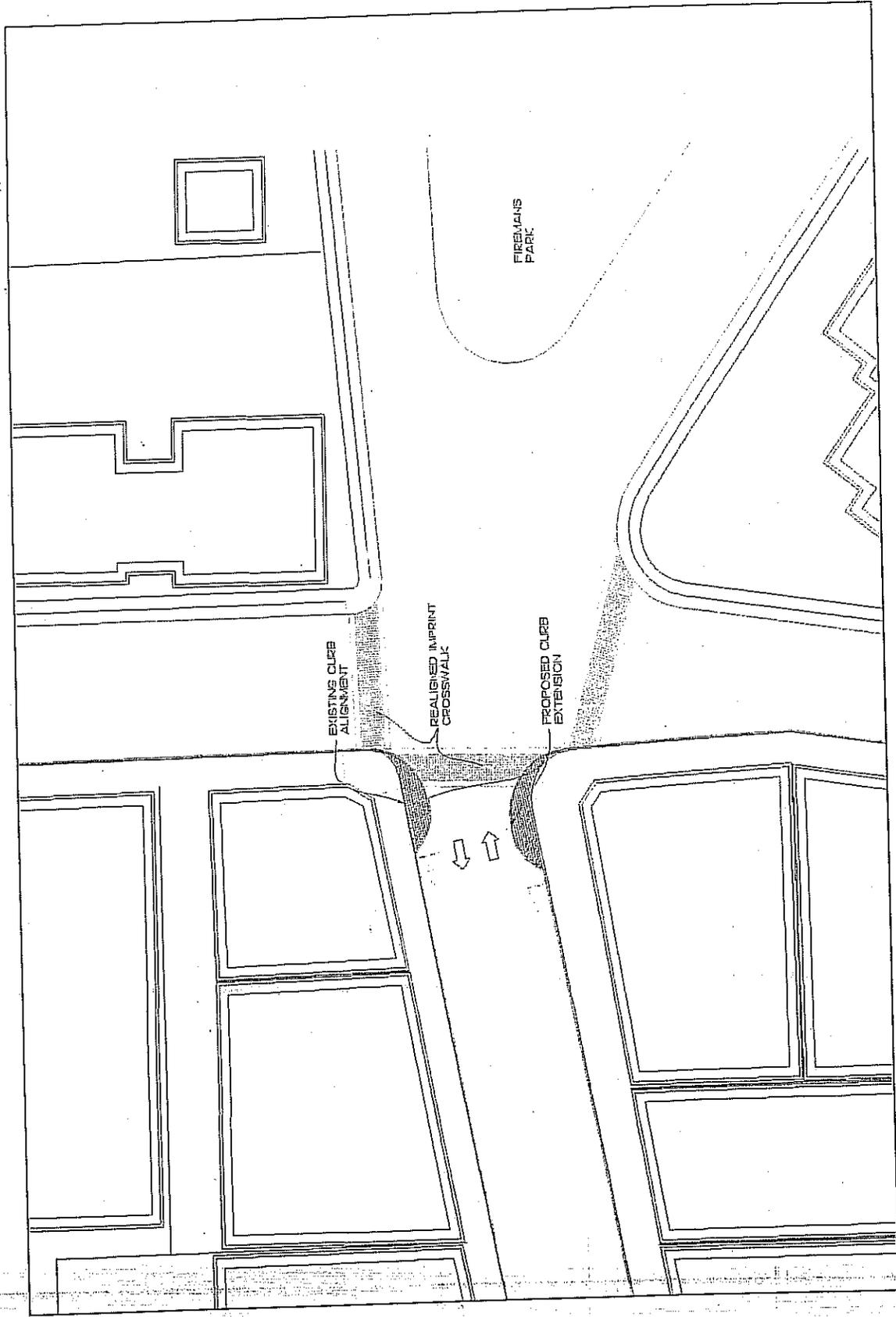
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Illustration #4
Intersection A Recommended Improvements



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Illustration #5
Intersection D Recommended Improvements



4.3 STREETScape IMPROVEMENTS

The existing sidewalk paving of the streetscape, as a result of extensive use and weathering, has experienced settlement and a faded appearance. The pavement around the base of the street trees, (tree wells) along the streetscape has become a maintenance issue which requires better containment of soil and a redefinition of the edge of pavement in order to accommodate the growth of the trees.



Existing tree well and curbing condition

This redefinition should also include the replacement of curbing where required. It is recommended that the tree wells be redefined incorporating a raised edge material in a complimentary material such as pre-cast colored concrete or belgium blocks. The raised edging can be accomplished in a complimentary material enhancing the visual image of the streetscape and providing a raised edge to define a planter that can be a location for annuals or perennials for seasonal interest, (see illustrations to follow for recommendations).

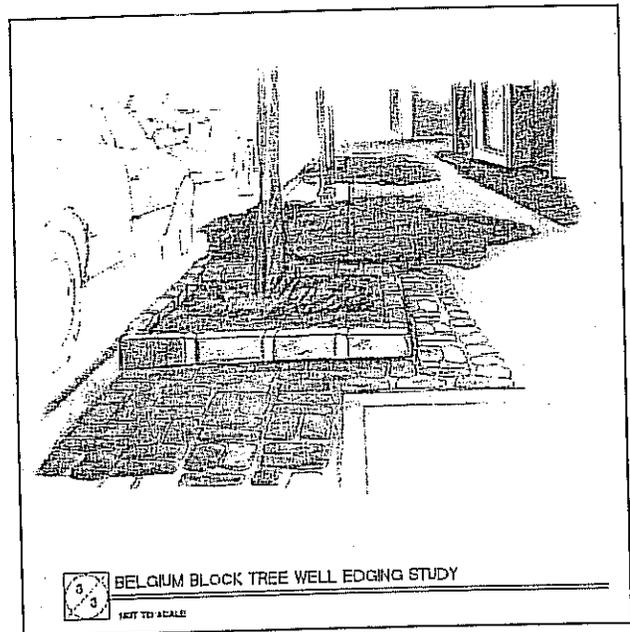
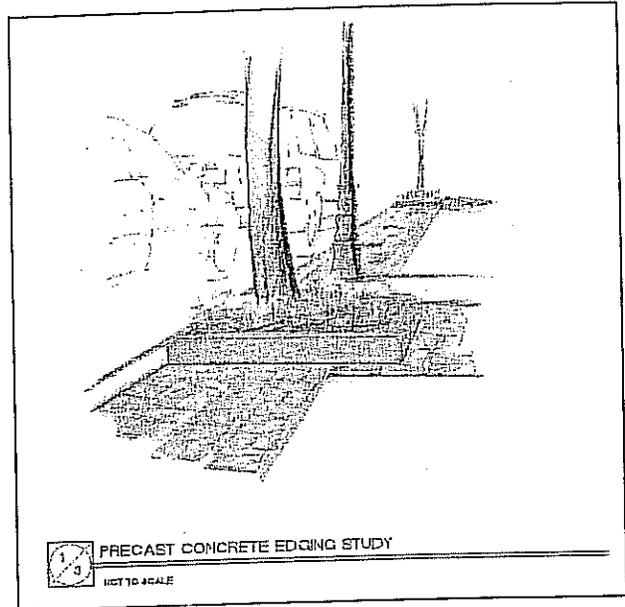
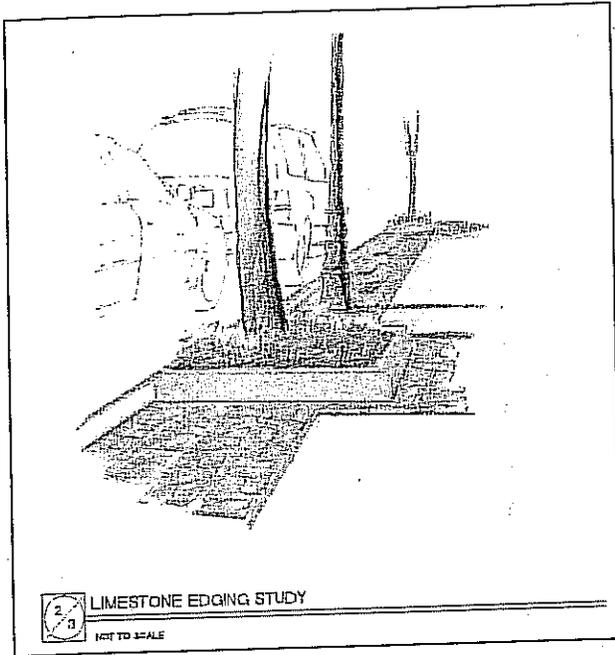
The redefinition of the tree wells provides an opportunity to update the image of the district which can also include an update to the decorative field of the pavers along the edge of the curb. This update could include a contrasting paver edging pattern or the replacement of the paver field along the edge of the curb or the entire sidewalk area could be comprehensively redesigned. This update should be undertaken in a comprehensive framework in order to define the limits of improvements, (see illustrations to follow for recommendations). A redesign of the entire sidewalk would provide the most comprehensive update to the image of the streetscape and also be the most costly requiring public and private re-investment.

The streetscape paving and detailing has been established along several areas of the district but has yet to be installed along several of the streets in the district. The illustration to follow highlights the sidewalks in the district where additional streetscape improvements should be implemented when applicable. The comprehensive installation of the streetscape elements would reaffirm the thematic image of the district to enhance the definition of the district for patrons as well as residents.

It is further recommended that individual property owners include streetscape details within walkways connecting to buildings and within sitting, plaza areas or entrance areas. Sidewalks extending onto individual private properties should be sized to create a welcoming entrance and to accentuate the entrance areas. Sidewalk improvements should include opportunities to provide connections to other pedestrian linkages such as neighborhood sidewalks, public plaza spaces as well as park areas.

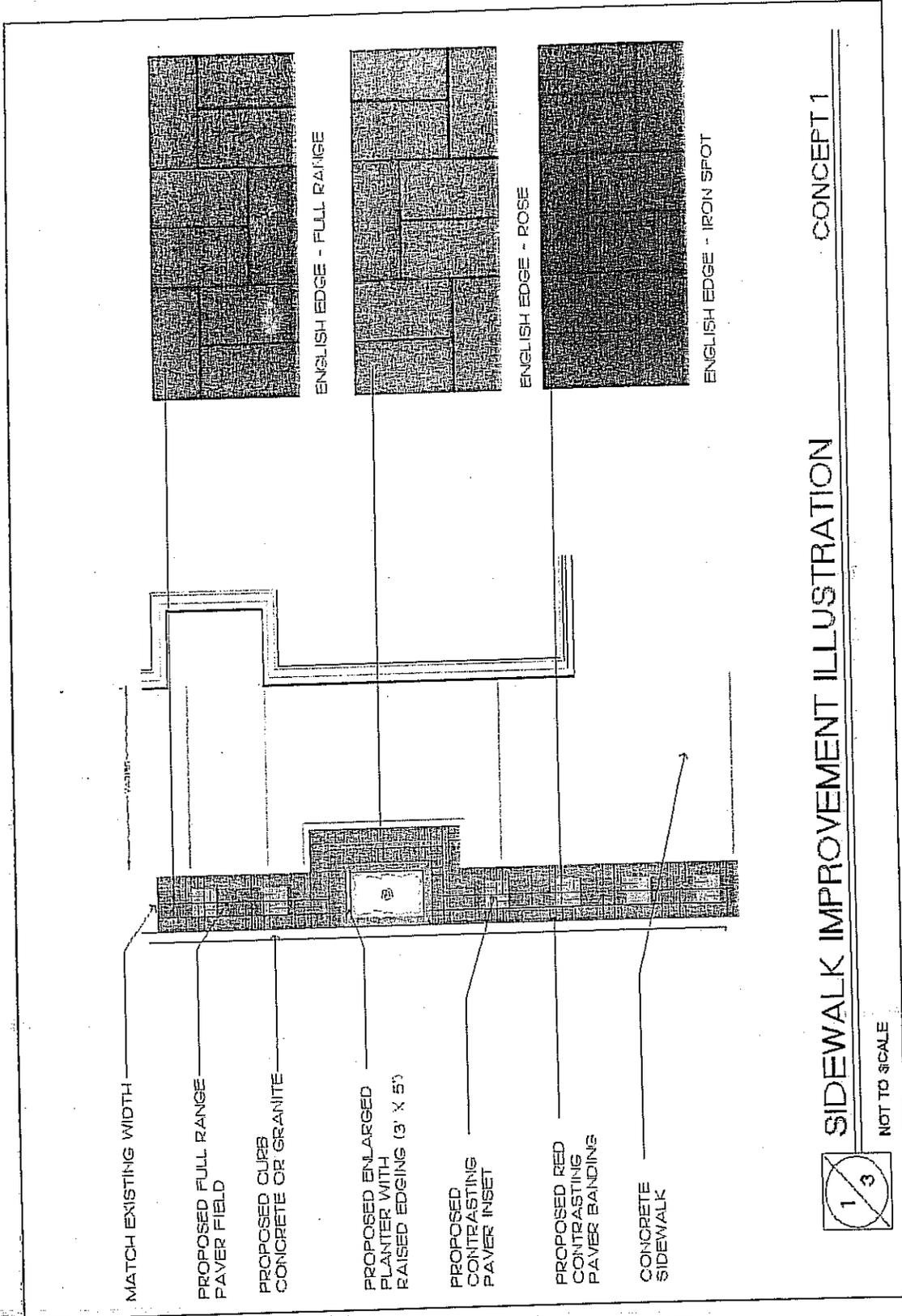
As noted during discussions at meetings with board members and members of the public in the review and discussions traffic calming and pedestrian safety is of vital importance to the Borough. It is important to note that the improvement to traffic and pedestrian safety is a complex issue that requires a balanced approach.

Illustration #6
Tree Well Improvement
Recommendations



Borough of Westwood Central Business District Streetscape Study & Plan

Illustration #7
Decorative Paver Field
Recommendations



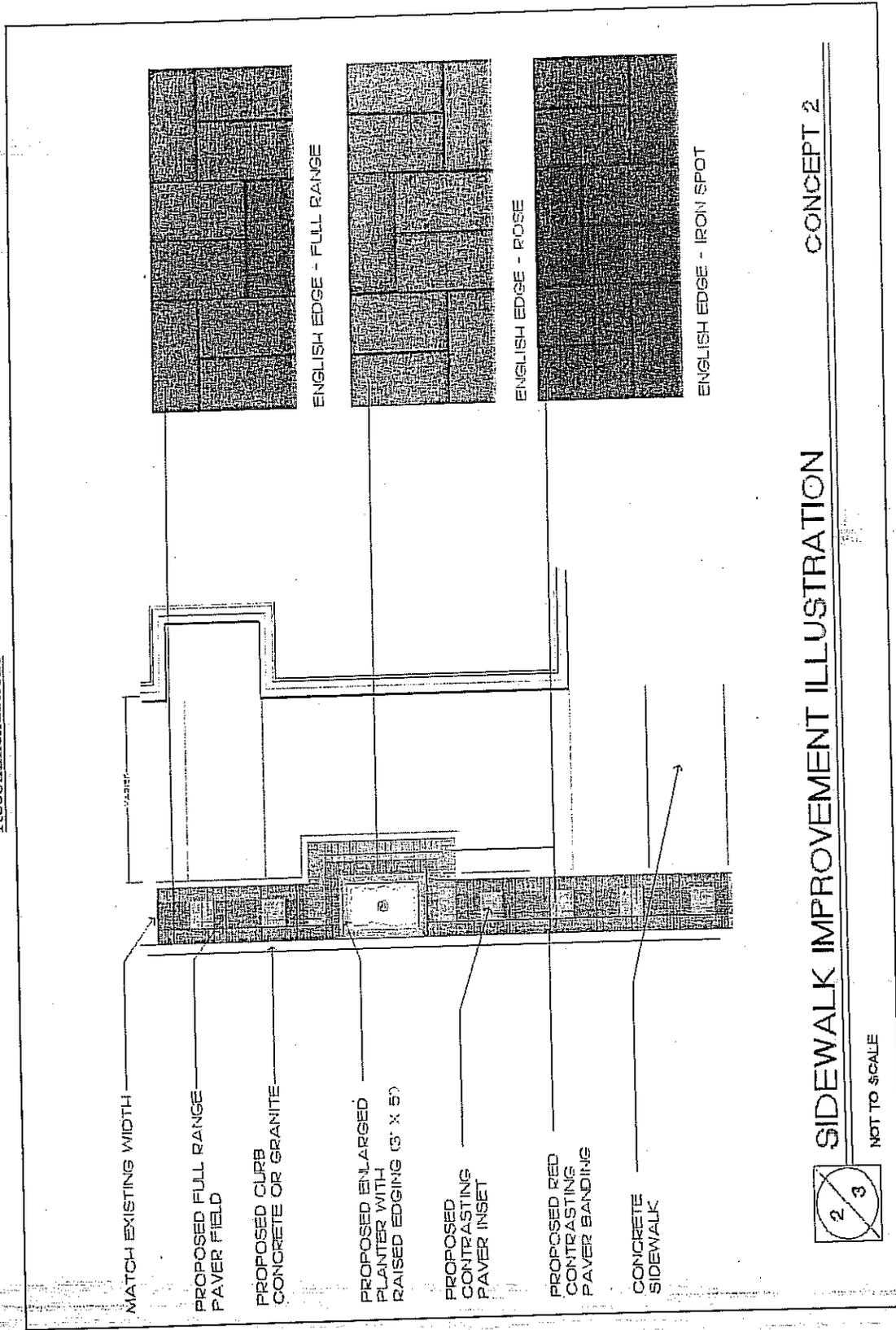
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NOT TO SCALE

SIDEWALK IMPROVEMENT ILLUSTRATION CONCEPT 1

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Illustration #8
Decorative Paver Field
Recommendations



2 3

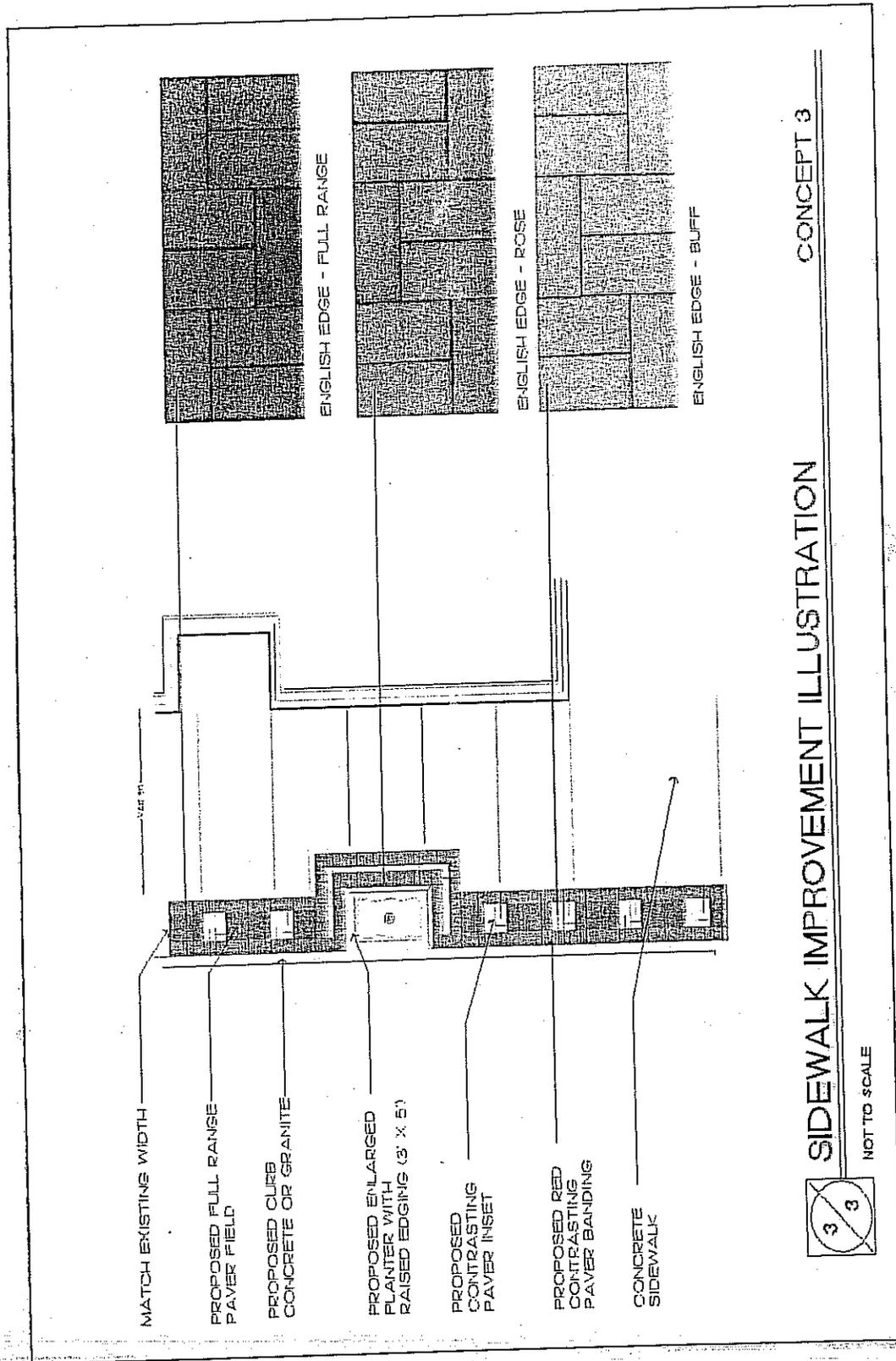
NOT TO SCALE

SIDEWALK IMPROVEMENT ILLUSTRATION

CONCEPT 2

Borough of Westwood Central Business District Study & Plan

Illustration #9
Decorative Paver Field
Recommendations



Borough of Westwood Central Business District Streetscape Study & Plan

The plan seeks to improve safety for pedestrians through several techniques.;

The current paver crosswalks at street intersections along Westwood Avenue provide a strong visual and physical definition to a motorist and correspondingly are effective traffic calming tools. Unfortunately this technique is expensive and difficult to construct. Even when constructed to recommended specifications, the amount and extent of traffic in addition to seasonal weather extremes has caused the existing crosswalks to become uneven and cracked in several areas. Fortunately the industry now offers products which are cost effective and are installed into the asphalt pavement of the roadbed.

The materials available include imprinting and coloring a surfacing material to the inlay of a decorative grid in the asphalt. This material has been accepted construction material by the county and state engineering departments as a suitable surfacing within roadways. The material is also being refined to include materials for greater visibility at night so as to help to highlight pedestrian crossing areas. It is recommended that a comprehensive plan for the improvement to crosswalks be undertaken. (see illustrations to follow for recommendations)

The streetscape details should also encompass stylized benches for sitting areas which can be combined with matching trash receptacles for waste control. The style chosen for these elements again seeks to reinforce the Borough style and provide sturdy construction that is cost effective to maintain while designed to reinforce the pedestrian place that is intended in the plan. (See illustrations to follow for recommendations)

4.4 TRANSPORTATION IMPROVEMENTS

There are considerable mass transit opportunities within the Borough business district including train and bus service. The improvements proposed within the plan are recommendations for improved access to mass transit as well as the function of the stops which service them.

The Veterans Park and district pedestrian walkways should incorporate a strong pedestrian connection to the train station. The design details should be consistent with the streetscape including; crosswalks, paving, lighting and landscaping. Bicycle lockers should be sought from New Jersey Transit around the train station area to encourage alternate modes of transportation.

Mass transit improvements should also include the improvement to bus stop areas adjacent to the northwesterly corner of Washington Avenue and Broadway. Improvements should consist of a new coat of paint to the structure, lighting improvements and an expanded seating area.

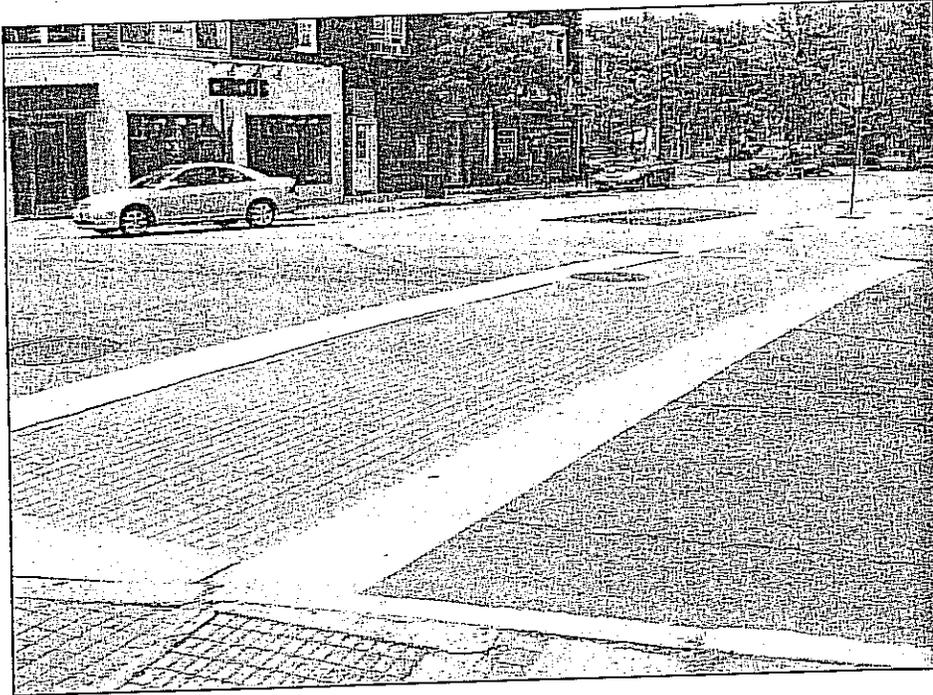
Similar but different from the mass transit improvements the improvement to the sidewalk area of the streetscape can provide and encourage alternate modes of transportation within the district such as pedestrian and bicycle circulation.

Bicycle racks should be provided adjacent to key locations and the design of curb depressions and crosswalks should be sized to accommodate bicycle traffic to the Borough businesses as well as connections to the Borough's recreation opportunities. This bicycle access could also be extended to the Veterans Park area through dedicated bicycle lanes such as along Irvington Street or Jefferson Avenue. This connection provides a further linkage of the Borough business district to the destinations of the community.

4.5 IMPROVEMENT SUGGESTIONS TO OFFSTREET PARKING AREAS IN THE DISTRICT

Driveways along the frontage of roadways in the district can be numerous enough to create various concerns which negatively impact the operation of the corridor. The consolidation of driveways and parking areas provides opportunities to reduce turning movements, provide a safer streetscape while allowing for

Illustration #10
Crosswalk Improvement
Recommendation

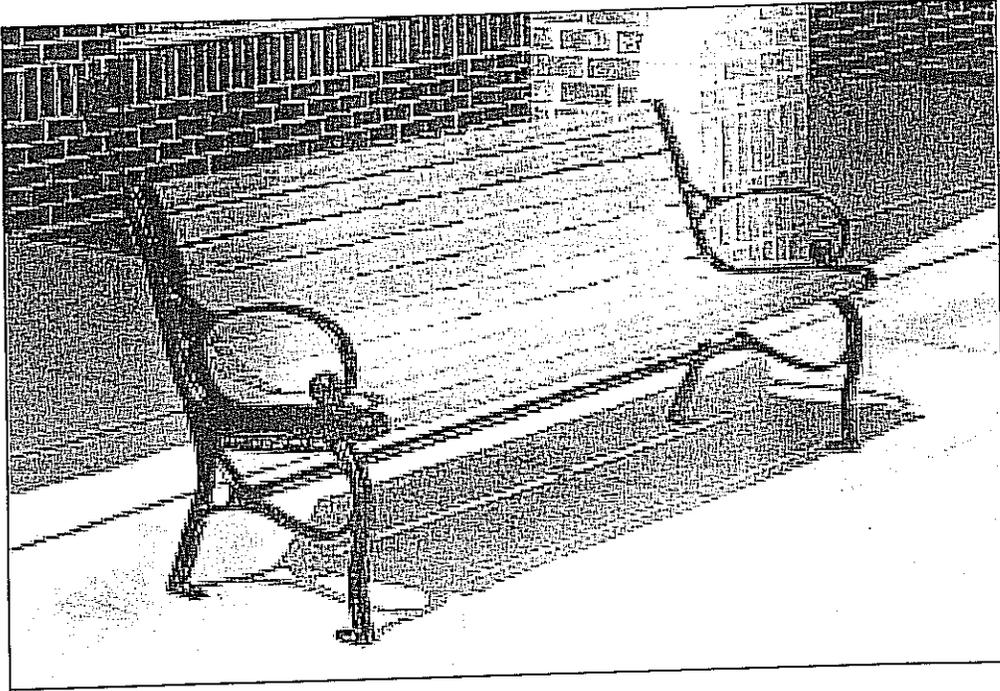


Before

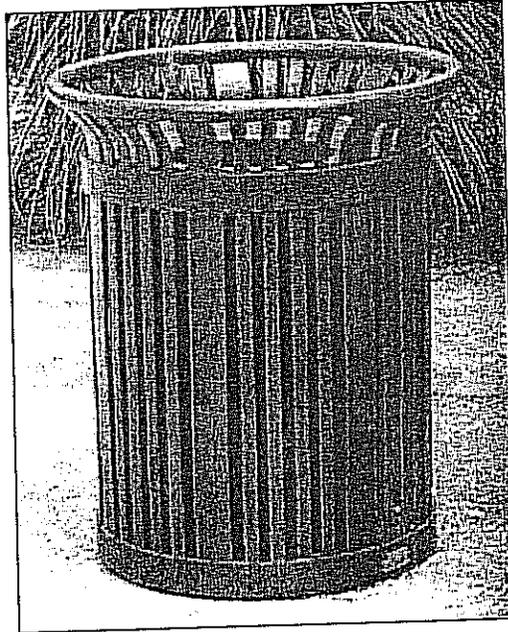


After

Illustration #11
Bench and Trash Receptacle
Recommendations



Stylized Bench



Stylized Trash Receptacle

improved access to parking areas. Some parking concepts to consider is the consolidation of driveways and the interconnection of parking areas, through cross easements to provide improvements to the corridor and greater efficiency of parking areas. This technique can result in the increase in the amount of off street spaces as well as the greater efficiency of the individual parking areas.

This concept of consolidating parking areas can encourage added redevelopment opportunities through building expansion or consolidation. The building expansions can lead to improvements which can accommodate contemporary commercial and retail requirements. This is recommended in balance with an underlying objective to maintain the architectural style as well as the scale and proportion of the Borough.

4.6 ESTABLISHING AN ORGANIZATION TO PROMOTE AND ENHANCE THE CBD

An important part of the revitalization of a community CBD is an organization or entity that would promote the commercial district. A Chamber of Commerce or Merchants Association should take an active role in the formulation of improvements for the CBD since they have a significant stake in the success of the district.

This association should formulate the goals and objectives to promote the business district, foster new business opportunities and provide seasonal celebrations drawing awareness and importance to the district. Once these goals have been identified a concerted organized effort can be undertaken to achieve these activities as a group instead of the random efforts of the individual establishing greater impact.

4.7 PREPARE AND ADOPT A PARK IMPROVEMENT MASTER PLAN FOR VETERANS MEMORIAL PARK.

As noted earlier Veterans Memorial Park represents a significant asset to the business

district as well as the community. This traditional park and historical band shell is a public space that establishes the focal point and trademark of the district to the region. This asset requires guidance of a park master plan in order to improve the benefits to the community and to outline the boroughs intentions in order to seek funding for improvements and maintenance.

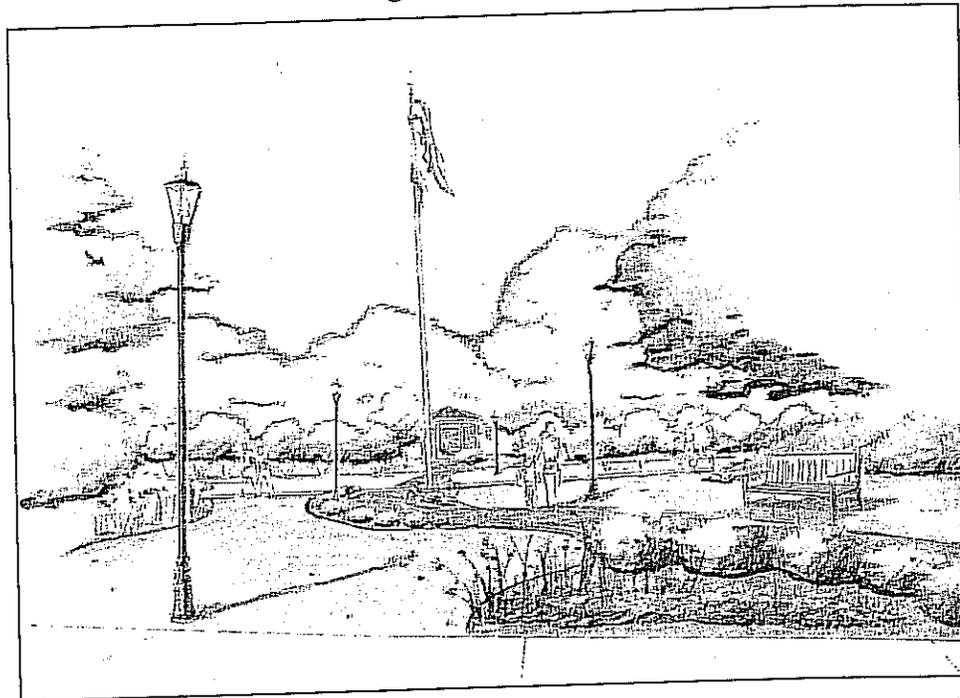
The plan incorporated on the following pages represents a concept from which it is intended a master plan will be formulated. The refinement of the plan should represent the needs of the community, the groups whom which are connected to the existing memorials as well as the surrounding business district in order to be successfully realized. The improvements should be integrated with the current caretakers of the park as well as volunteer groups to insure maintenance is addressed and realistic.

Coincidental with the physical improvements there should be the ongoing scheduling of the park as a public gathering space and attraction to the district to foster additional economic vitality and the continued marketing of the district. Programs such as "Art in the Park", music at the band shell and community yard sales provide a draw to the district and reinforce the identity of the borough. Additional activities could include the incorporation of a display garden in the foreground of the historic train station which could draw interest for educational activities and wedding portraits.

Illustration #13
Veterans Park Simulation



Existing View of Band Shell



Conceptual View of Band Shell

5.0 SUGGESTED ARCHITECTURAL DESIGN GUIDELINES FOR THE CBD DISTRICT

5.1 PURPOSE

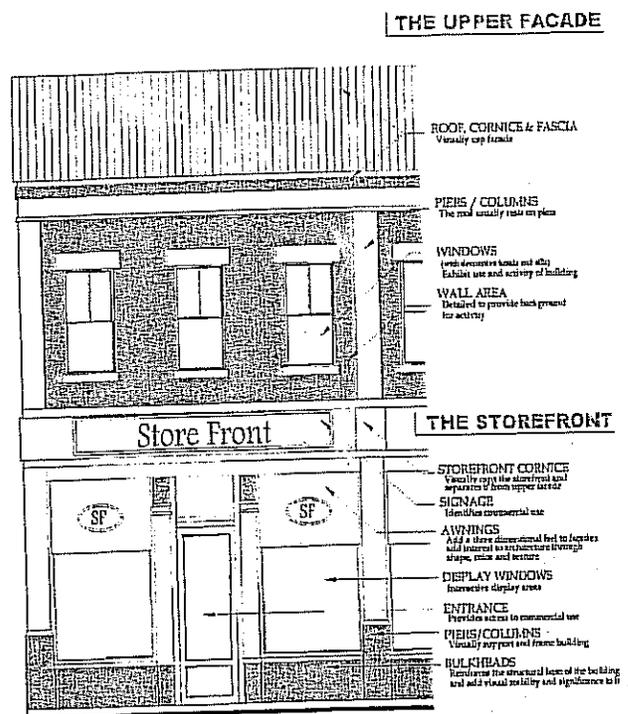
To provide an aesthetically pleasing and diverse experience for residents and visitors of the borough; to establish and maintain a consistent aesthetic character in keeping with the historic architecture of the borough; to enhance the commercial vitality to attract businesses and customers; to encourage a greater level of pedestrian activity and connectivity between properties; to visually and functionally connect the uses of buildings to pedestrian and vehicular traffic; to enhance crime prevention by increasing opportunity for surveillance of streets from interiors of buildings, by avoiding obstructed windows and hidden alleyways. Architecture and streetscape amenities all contribute to an interesting, inviting and safe downtown for borough residents and visitors.

5.2 STANDARDS

To achieve the above stated purpose, all new development and redevelopment projects except those detailed below are recommended to provide a building façade design in compliance with at least one of the design recommendations for each herein described architectural element. If a renovation of addition involves or affects the majority of an architectural element as described below at least one item from the list of recommendations for that item should be provided.

5.3 ARCHITECTURAL ELEMENTS AND RECOMMENDATIONS:

The following diagram indicates the typical architectural details on a traditional commercial building. The following recommendations are provided to serve as guidelines to restore, preserve and enhance these details in all new and redevelopment projects.



Illustrative diagram of typical building facade

DESIGN STANDARDS

1. FIRST FLOOR RETAIL
BUILDING ENTRIES (DOORS)

Building doors and windows should cover a minimum of 50 % of the building frontage.

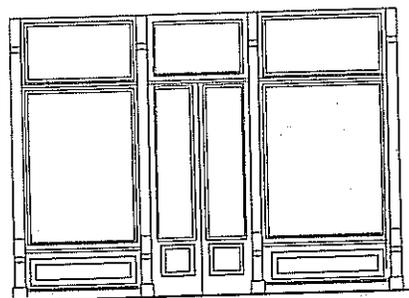
All entries on buildings within the central business district with commercial or office use should comply with items a through c.

a. All entries should be easily identifiable and accessible. If the main entrance is not handicap accessible a separate entrance should be provided and clearly identified through signage.

b. All main entries should provide decorative trim and construction details matching the architecture of the remainder of the building façade.

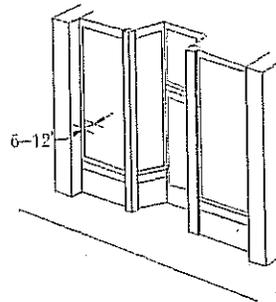
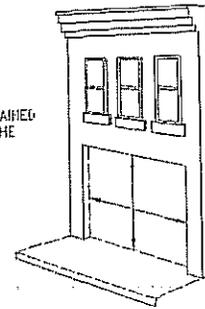
c. All main entries should incorporate glazing in the overall entry design to maximize visibility of interior. Glass should occupy a minimum of 10% of the door. Glass can be used as

- panels on the door that occupy no more than 75% of the door size;
- sidelights or
- enlarged window display areas which wrap into a recessed entry.



Traditional Storefront

A STOREFRONT SHOULD BE CONTAINED IN THE DEFINED OPENING THAT THE ORIGINAL STOREFRONT FILLED



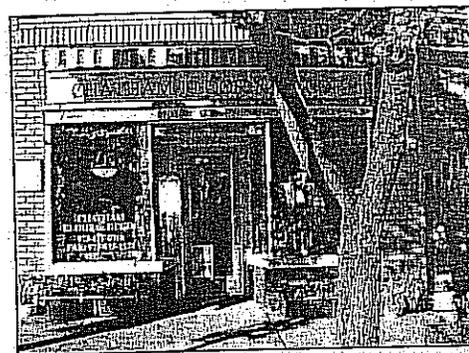
A STOREFRONT MIGHT BE SET BACK SLIGHTLY (6 TO 12") FROM THE FRONT TO EMPHASIZE THE FEELING OF CONTAINMENT

Source: Main Street Publication prepared by the National Trust for Historic Preservation, 1983

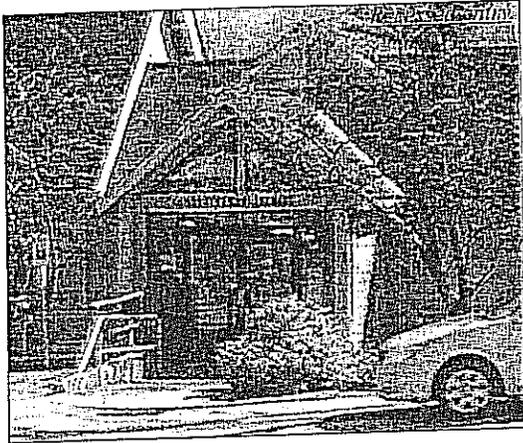
All entries on buildings within the central business district with commercial or office use should comply with at least one of the following items:

- a. Be incorporated with a porch to match the size and style of the building;
- b. Be slightly recessed from the front façade line to emphasize the feeling of containment;
- c. Be slightly set forth than the front façade line to emphasize the entrance;

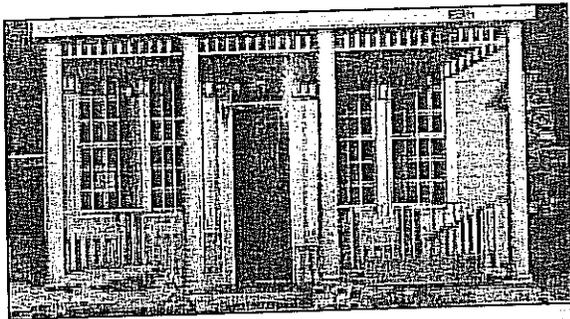
EXAMPLES:



provided that they do not block any architectural details.



Set forth entry



Entry incorporated with a porch

2. MARQUEES AND CANOPIES

Arcades, canopies, awnings, or similar features that are incorporated into the architecture should not block or hide the architectural details of building, such as cornices or caps of columns.

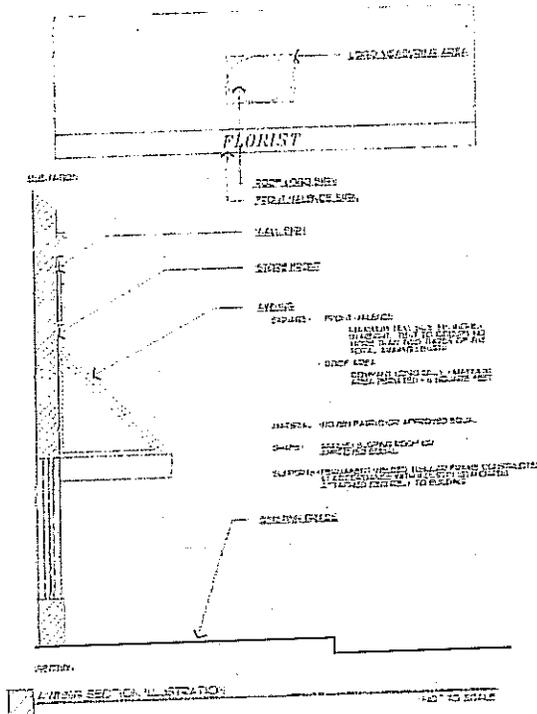
On existing buildings where the entry is set at the same line as the adjacent front façade marquees and canopies should be considered to add interest to the entrance and maintain a consistent look with the character of the central business district.

Marquees and canopies can be used in any other case to add interest to a building in the CBD

Borough of Westwood Central Business District Study & Plan

The following is encouraged:

- a. Coverings over entries that clearly identify the entry, provide pedestrian shelter, and add interest to the streetscape



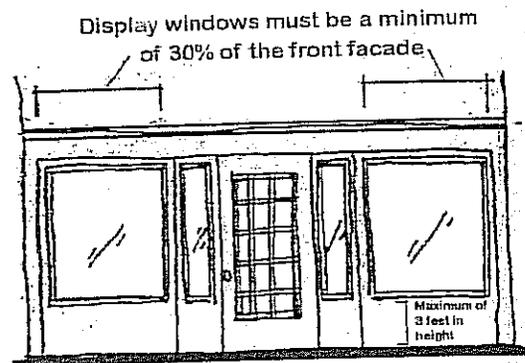
Awning elements

- b. Arcades, canopies, awnings, or similar features that offer pedestrians protection from weather along the building length facing the street;
- c. Canopies and awnings should break for columns and piers;
- d. Awnings' color should compliment the color of the wall and trim;
- e. Awnings should be integrated into the design of the storefront;
- f. Awnings should not project closer than 3 feet to the curb line;
- g. Awnings should not be lower than 7 feet from the grade level;

- h. Awnings should be comprised of canvas/fabric material. Metal and plastic are not recommended;
- i. Structural elements should be constructed of a tubular galvanized metal such as aluminum, bronze or copper;
- j. For multi-tenant buildings the awnings for each retail space should be the same color and material;

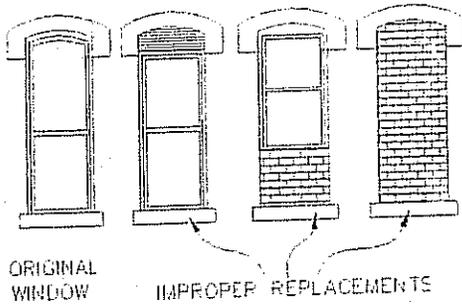
3. WINDOWS

- a. Minimum of 50% of the building length and 30% of the area between 3 feet and 10 feet in height along sidewalks, plazas, or public open space or rights-of-way should be clear/non-tinted window or door glass permitting a view of the buildings' interior.



- b. Display windows must be positioned within a maximum of 3 feet above the grade of the sidewalk and a maximum height of 8 feet;
- c. At the street level there shall be a maximum façade length without windows of 10 feet.
- d. Bulkheads should have a maximum height of 3 feet and must utilize the same materials, colors and detailing as the display windows;
- e. Upper façade windows should replicate the ground floor window rhythm;

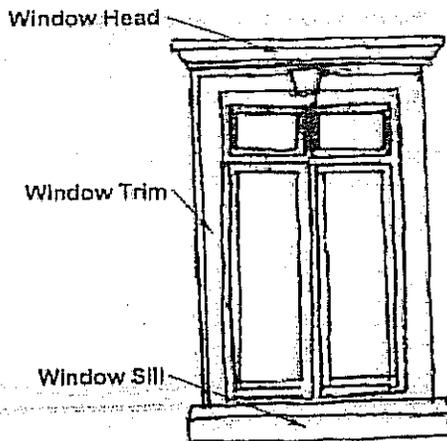
- f. Size, rhythm, location, and quantity of windows that were originally installed should be preserved. (Improper replacements and window filling should be avoided).



Source: Main Street Publication prepared by the National Trust for Historic Preservation, 1983

- g. The windows on the upper levels should have the appropriate sill or lentil to accent the openings and provide architectural interest;
- h. Window sills and lentils should be provided on additions or renovations to match existing sills and lentils on all floors.
- i. Air conditioner units should be concealed or disguised behind screens, grills, vents, or louver designs.

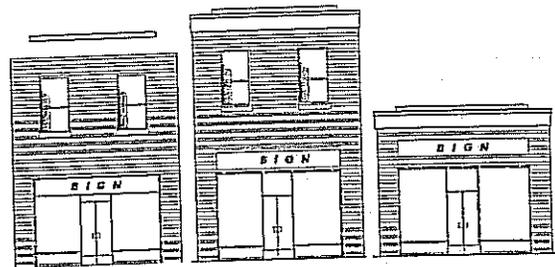
Closing windows on the ground floor with curtains or blinds is discouraged. Windows should provide views of the interior.



Window elements

4. SIGNAGE

- a. Signage should not block openings and architectural details of the building;
- b. Signage should be located above the display window area and below the storefront cornice area. No signage is allowed in the upper façade area with the exception should ordinances permit of hanging signs perpendicular to the façade used in combination with canopies and awnings. (See hanging signage illustration);
- c. No signs should be allowed higher than the bottom of the windows of the second level of a multi-story building;
- d. For buildings with multi-tenants signs should have the same height and location level;



Signage location examples

- e. Each sign should include a main title which identifies the name of the store and one subtitle which is a description of the business;
- f. Lots fronting on two or more streets should be permitted signage along each street;
- g. Signs should not be internally illuminated except to illuminate the text or logo of the sign with the remainder of the sign background to be opaque or non illuminated;

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- h. Exterior mounted signage should be achieved through decorative light sources shielded so as to control glare;
- i. A maximum of two complimenting font styles should be used on one sign;

- c. All related piping, ducting, electrical and mechanical utilities should be located on side walls;
- d. The colors and treatment of the building should be complimentary to one another and should be consistent for the entire.

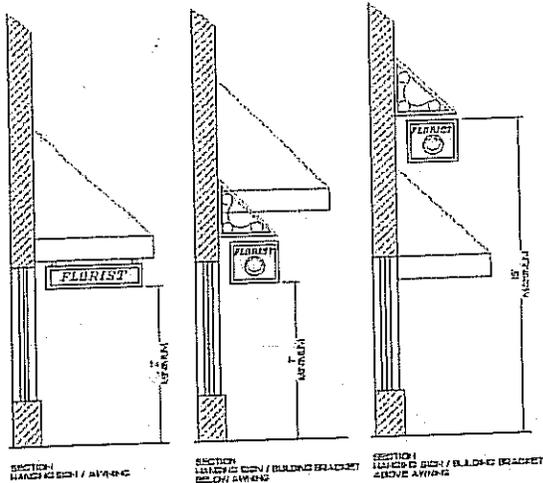
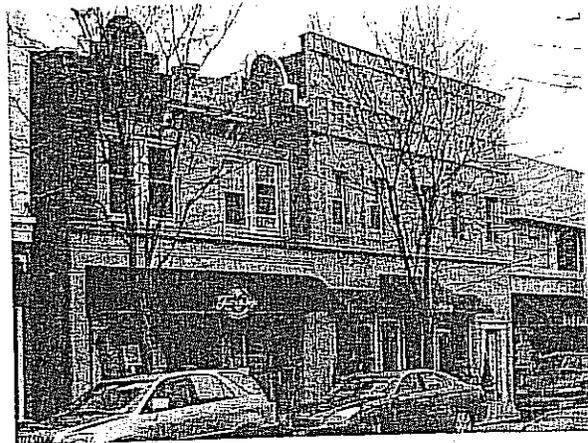


ILLUSTRATION - RECOMMENDATIONS 1/8" = 1'-0" TO SCALE

4. BUILDING FAÇADE WALL AREA

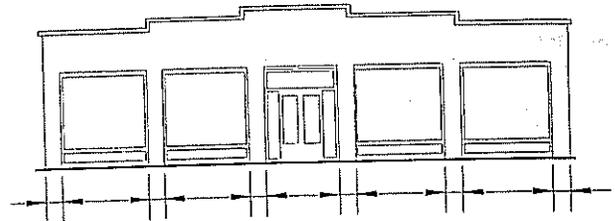
- a. Exterior building materials should be classified as either primary, secondary or accent materials. Primary materials should cover at least sixty percent (60%) of the façade of a building. Secondary materials should cover no more than thirty percent (30%) of the façade. Accent materials may include door and window frames, lintels, cornices and other elements.
- b. Architectural façade details should wrap around walls that are visible from public right of ways;



Combination of materials, masonry, stucco and decorative trim contribute to an interesting and vital architecture.

5. COLUMNS AND PIERS

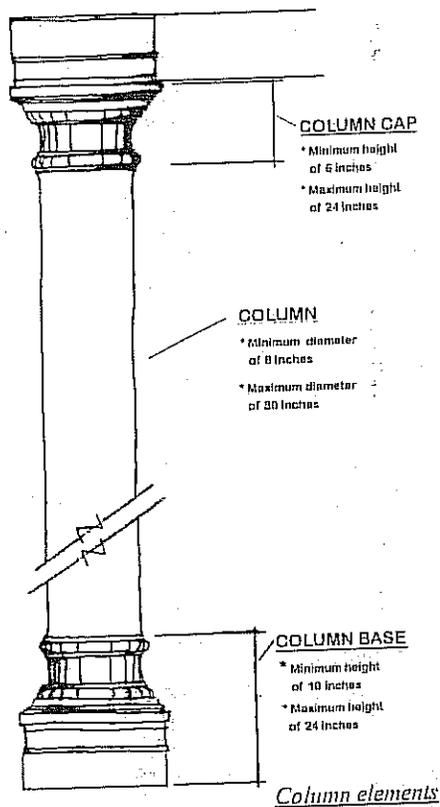
- a. A building that exceeds 30 feet in width along a public right of way should include piers, columns or other vertical elements that visually break up the plane of the façade. The vertical elements can include articulations such as insets or projections.



Long facades. Piers should segment storefronts and visually support the upper façade.

Source: Main Street Publication prepared by the National Trust for Historic Preservation, 1983

- b. Width of vertical elements shall be between 8 and 30 inches.
- c. Columns and piers shall have bases and a caps. Column bases shall be a minimum of 10 inches and caps shall be a minimum of 6 inches.

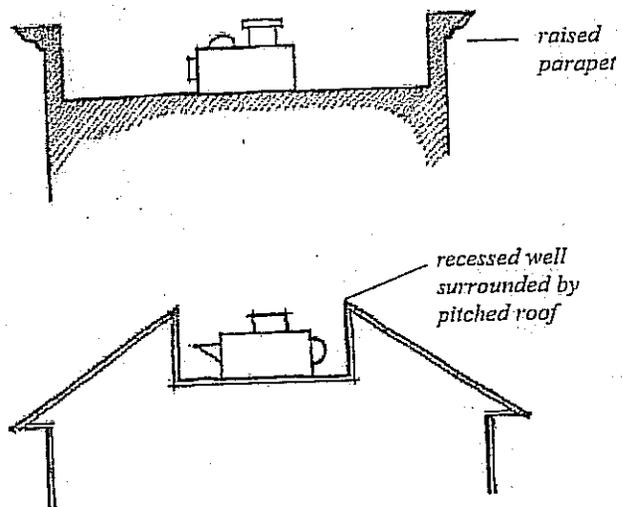


6. CORNICE AND FASCIA

- a. The top of the building should be capped by a sloping roof element or a detailed cornice;
- b. Each façade should be designed to have a delineated line to separate the commercial ground floor from the stories above. This line can be in the form of a masonry belt, a concrete lintel or a detailed wood cornice.

7. ROOFS

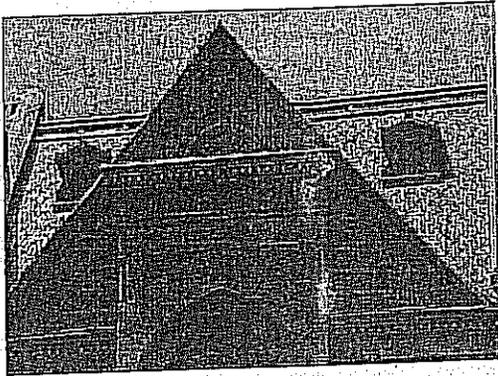
- a. All one story buildings should have a pitched roof. If a pitched roof is not possible, than a combination of a flat roof and pitched roof or a false roof structure is recommended;
- b. Materials for pitched roofs shall be limited to architectural dimensional grade asphalt shingles, natural slate, natural terra cotta, natural wood shakes or copper;
- c. All roof mounted equipment shall be screened from public view by the use of a parapet wall or other architectural detail. Fencing shall not be utilized to screen rooftop equipment.



Source: Design guideline for the City of Spokane, Washington

- d. All building with flat roofs shall include a parapet articulation on the front façade of the building. The articulation should be provided through a cornice design which is detailed in "Cornice and Fascia" section of the design guidelines.

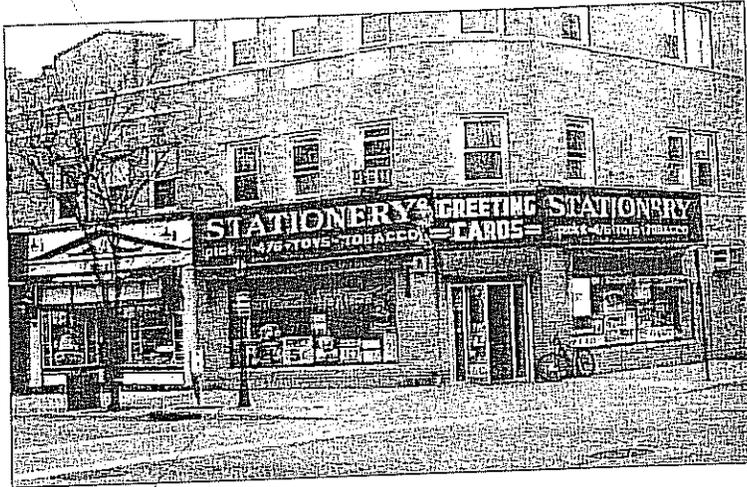
- e. It is recommended that any pitched roof have more than two planes and is broken into at least two height levels.



Combination of ridges and gable roof plans create an interesting and dynamic roofline.

Illustration #14
Sample Storefront Improvement Illustrative

WALL SIGN IS DISPROPORTIONATE TO THE HEIGHT OF BUILDING ELEMENTS AND SIZE OF STOREFRONT

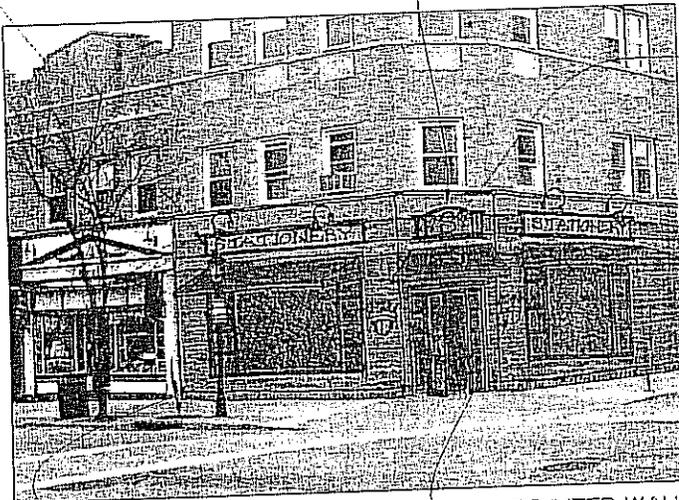


THE NUMBER OF WINDOW SIGNS ARE COMPETING FOR ATTENTION CREATING CONFUSION AND LACK OF COHESIVENESS

Existing Conditions

UTILIZE SIGNAGE THAT IS PROPORTIONATE TO THE SIZE OF THE STOREFRONT.

THE SIGN STYLE COMPLIMENTS THE TRADITIONAL ARCHITECTURAL CHARACTER OF THE BUILDING.



THE USE OF DECORATIVE LOGOS IN SIGNAGE CREATE A STRONG IDENTITY AND STYLE TO THE BUSINESS AND THE STREETScape.

AWNINGS PROVIDE COLORFUL ARCHITECTURAL INTEREST TO A FACADE.

THE ADDITION OF WINDOW MULLIONS PROVIDE STYLE TO THE FACADE.

STYLIZED WALL PLANTERS AND OTHER DECORATIVE ELEMENTS CREATE VIBRANCY AND VISUAL INTEREST

Conceptual Improvement Simulation