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The original document was appropriately signed and sealed on October 8, 1993 in accordance with Chapter 41 of Title 13 of the State Board of Professional Planners.

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INTRODUCTION

The Borough of Westwood entered into an agreement with Stewart/Burgis, Inc. in 1992 to provide technical assistance in the preparation of a Borough Master Plan. The Borough proceeded with this endeavor recognizing that its ten-year old Master Plan was no longer current and needed to be updated, and to ensure that the community's planning efforts remain consistent with the applicable provisions of the Municipal Land Use Law (MLUL). This State Statute mandates that all local zoning regulations be predicated on an up-to-date master plan.

This report represents the culmination of the Borough's efforts to establish a plan to guide the future development of Westwood. This document consists of two sections. The first section provides general highlights of some of the salient facts relating to the Borough's recent growth and development, and sets forth a summary of emerging development considerations. This section also includes the specific goals and objectives, and master plan recommendations which resulted from the assessment of the background data. The Plan is directed to the immediate needs of the community and is intended to serve as a basis for growth management for at least the next six year period, in accordance with the provisions of the Municipal Land Use Law. This Master Plan document should be reviewed in conjunction with the Borough's Housing Plan, which is set forth in a separate document.

The second section sets forth the obligatory background data required to be compiled prior to the formulation of the master plan recommendations. This background data base includes information on Westwood's regional location, land use, population, housing, environmental features, utilities, historic sites, a review of planning in adjoining municipalities, and an assessment of the State Development and Redevelopment Plan recommendations pertaining to the Borough.

The Master Plan for the Borough is an official guide for future growth to be used by the Planning Board, Governing Body, Board of Adjustment and the citizens of the community. It is intended to be part of the continuing planning process which will be subject to periodic review and amendment.



OVERVIEW OF BACKGROUND STUDIES

The Municipal Land Use Law requires all municipal master plans to include a substantial amount of background information in order to ensure that, as part of the preparatory process, there is a firm understanding of the community's historic growth patterns, influences, and development trends. The MLUL consequently mandates that municipal plans take into account a community's physical features, land use arrangements, and social and economic development. This background data is presented at the end of this report. The following represents some of the more interesting facts which are detailed in that section of this document.

- The Borough is a fully developed municipality, with 95 percent of its land area improved. There are only approximately 77 acres of vacant land remaining in the Borough. A substantial portion of this vacant acreage has extremely limited development potential due to its location along both the Pascack and Musquapsink Brooks within areas characterized by wetlands and/or flood plain properties.
- Westwood's land use pattern is typified by an orderly series of residential neighborhoods, a core central business district and supplemental commercial and business areas, and a well defined industrial area. The land use analysis suggests that most of the community is typified by a well-defined and uniform land use pattern and well-maintained properties. However, there are some areas which contain evidence of deterioration and/or incompatible land use arrangements which could benefit from a planned program of upgrading, refined land use procedures, rehabilitation and/or redevelopment. Sections of Broadway, the mixed-use retail/wholesale/warehouse area in the vicinity of Carver Ave., and the Sand Road area, are representative of this condition.
- Westwood is predominantly a residential community, comprised of a varied housing stock of one- and two-family dwellings, a few three-family residences, and multi-family units. Half of the Borough's total 2.4 square mile area is devoted to residential use (this figure increases to 62 percent if one deletes from consideration streets and railroad). Most of the acreage devoted to residential use is occupied by detached single-family dwellings.
- Single-family detached residences are the most prevalent dwelling type in Westwood. The 1990 census reported that there are 2,647 single-family dwellings in Westwood out of a total housing stock of 4,260 units. Conversely, the data also reveals there are 728 dwellings in buildings containing ten or more units.
- The census data and field surveys reveal a continued increase in the number of two-family units in the community. The data also suggests that illegal conversions to two-family residential use, reported in prior master plan studies, continues to plague the Borough.
- Rental dwellings continue to increase as a percentage of the Borough's total housing stock. The 1990 census data reveals that 37% of the total housing stock consists of rental units. This represents a 19% increase since 1980.
- Development activity occurred at a varied pace throughout the past decade. Building permits were issued for nearly 600 dwelling units since 1980, and nearly 200,000 square feet of non-residential floor space was approved since 1980. Most of this activity occurred in the early-to-mid portions of the decade.



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- The recent rate of population change in the Borough reflects the County-wide pattern of population decline. Westwood recorded a 1990 population of 10,446 residents, representing a 2.5 percent decline from the 1980 census. Bergen County's population declined by two percent during that period of time. One notable feature of the local population is the proportionate increase of senior citizens. The number of residents age 65 or older increased from 14 percent of the population in 1980 to 17 percent in 1990.

The background data base section of the report should be referred to for additional information regarding the Borough's land use and socio-economic characteristics.



SUMMARY OF EMERGING DEVELOPMENT CONSIDERATIONS

Introduction

The assessment of the Borough's various planning features, including the existing development pattern, housing, population, physical features, historic sites, etc., reveals a number of substantive planning issues which need to be addressed. These issues are summarized in this section of the report.

Overview

The Borough is essentially a fully developed municipality, with 95% of its land area developed. It is characterized by mature residential neighborhoods, a stable and well-defined central business district and two distinct areas of mixed commercial and industrial development.

This established development pattern suggests that the Borough's future land use planning issues will revolve primarily around the community's response to the rehabilitation and adaptive reuse of existing buildings and sites. This is due not only to the established developed character of Westwood, but also to the aging character of the Borough's housing and commercial building stock. While most of the community's physical development appears to be well-maintained, there is evidence that some areas are in need of upgrading, and other areas where sites are characterized by inadequate or incompatible development and/or design which precludes these sites from achieving their most appropriate development potential. The Borough's efforts to address this issue, within the framework of its master plan goals, objectives, and land use recommendations, will set both the tone and direction for stability and growth in Westwood through the remainder of this decade and into the next century.

Reinforcing Uniform Development Patterns

It is noteworthy that the prevailing distribution of uses in Westwood maintains a relatively uniform land use arrangement with limited intrusions of non-residential development in residential neighborhoods. It is appropriate for the Borough to encourage the continuation of this established pattern and reaffirm it through the master plan. The plan should reflect the need to reinforce appropriate distribution of land uses, and also reinforce the delineation of boundaries through buffers, landscape elements, fencing, etc., separating residential and non-residential uses. The Borough should also address the issue of land use compatibility by clearly defining the extent and intensity to which development may occur in these areas in an effort to minimize any intrusions of incompatible uses or intensities of use.

A related area of concern regards the future development of the Borough's remaining vacant land resources. Most of this land is characterized by environmentally sensitive features. The Borough should seek to promote only that type of development that is compatible with the limitations posed by the environmental constraints that characterize the undeveloped portions of the municipality. This issue should be pursued within the framework of ordinances which discourage intense development in sensitive areas and reaffirms protection of wetlands, flood plains and steep slopes.



Central Business District

The Westwood central business district is an attractive, well established commercial district which offers a variety of retail and service commercial activities. The CBD is typified by a compact and uniform building arrangement and scale which reinforces its "downtown" developmental character. The CBD's development presents three critical issues which need to be addressed. First, it is recognized that there has been some intrusion of commercial/office activity into adjoining residential areas. It is necessary to clearly define and delineate the limits of the CBD district and set guidelines to avoid further intrusions into residential areas. The second issue regards the need to establish a definitive CBD improvement plan that will provide specific standards to promote a unified theme and reinforce the positive aesthetic character of the downtown area. Thirdly, there is a need to reaffirm and, where necessary, refine the CBD approach to accommodating the area's parking needs in a manner which also encourages rehabilitation and revitalization. These and related issues are addressed in the Central Business District Element of the Master Plan.

Development of a Balanced Housing Supply

The Borough of Westwood contains a broad and varied housing stock consisting of detached single-family dwellings, two-family residences, and multi-family residential units. Approximately 63 percent of the nearly 4,091 occupied dwelling units in the Borough are owner-occupied and 37 percent are renter-occupied. This data reflects the community's broad diversity of housing.

Although the Borough has a variety of housing types it is noteworthy to recognize that the State has refined the housing issues to direct attention to the specific need for lower income housing rather than the mere provision of housing diversity. In 1986 the State established the Council on Affordable Housing (COAH) which is responsible for determining the State's lower income housing needs and for the allocation of that need to the individual municipalities. Additionally, the Municipal Land Use Law (MLUL) was amended to require all municipalities to adopt a housing plan element to its master plan which specifically addresses the community's low and moderate income housing obligation.

COAH has recently determined that Westwood has a pre-credited housing need of 104 low and moderate income dwelling units. This represents a significant reduction from COAH's initial, previously published figures of 199 units. It appears that the Borough has sufficient credits from existing lower income units to affirmatively meet all or close to all of this obligation. This issue is examined in the Housing Plan Element of the Master Plan.

Protection of the Local Housing Supply

The value of Westwood as a desirable place to live is greatly dependent upon the condition and characteristics of its housing supply. Some limited areas of the community show signs of deteriorating conditions. If left uncorrected it may affect the housing quality of other nearby residences. To address this area of concern the Borough should actively participate in the County's housing improvement program in an effort to protect the quality of the local housing supply. The benefits of this program are two-fold. It incorporates a least-cost approach to stabilizing areas in transition, and it also enables the municipality to receive COAH credits for participation in the program.



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Two-Family Homes

The existing land use survey indicates that although there are few concentrations of two-family homes found in Westwood, a significant number are scattered throughout the Borough on isolated individual lots. In addition, a large portion of these two-family homes are not listed as such in the Borough tax records. The Borough Land Use Plan should incorporate a specific policy statement regarding this housing type and the manner and extent to which it should be permitted in the community.

Business Areas

A mixed land use arrangement consisting of retail and industrial activity characterizes the area to the north of Old Hook Road in the vicinity of Carver Avenue. Similarly, portions of Broadway near the Hillsdale border are typified by a mixed development pattern. The Borough's planning efforts should be directed to assessing these development patterns and establish a clear policy to direct uniform growth and development which will serve the interests of the community and eliminate these incompatible land use arrangements.



LAND USE PLAN

Introduction

The Westwood Land Use Plan indicates the proposed location, extent and intensity of development of land to be used in the future for various types of residential, commercial, industrial, office, and public purposes.

The Land Use Plan consists of two sections. The first section sets forth a series of general planning objectives and specific planning goals and policies. These objectives, goals and policy statements form the basis for the land use recommendations which comprise the second section of this part of the document.

The Land Use Plan is intended to guide future development in Westwood for the next six year period, in accordance with the applicable provisions of the Municipal Land Use Law, in a manner which protects the public health and safety and promotes the general welfare. This Plan is also designed to serve as the foundation for revisions to the Borough's land use regulations.

The land use recommendations set forth in the Plan essentially acknowledges and reaffirms the established and stable development pattern which characterizes most parts of the Borough. The Plan also proposes some modifications in areas which are either in the process of change or are typified by existing conditions warranting change.

Numerous categories of land use are indicated in the Plan, covering various types of residential and non-residential activities. Each land use category is described, following the enumeration of the Plan's goals and objectives.

Master Plan Objectives, Goals and Policies

The Borough of Westwood Master Plan proposals for the physical, social and economic development of the community are predicated upon the following general objectives, goals and policies.



Objectives:

The Master Plan is predicated on the following general objectives:

1. To encourage Borough actions to guide the appropriate use or development of all lands in Westwood, in a manner which will promote the public health, safety, morals and general welfare;
2. To secure safety from fire, flood, panic and other natural and man-made disasters;
3. To provide adequate light, air and open space;
4. To ensure that the development within the Borough does not conflict with the development and general welfare of neighboring municipalities, Bergen County and the State as a whole;
5. To promote the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities and regions and preservation of the environment;
6. To encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies;
7. To provide sufficient space in appropriate locations for a variety of residential, recreational, commercial and industrial uses and open space, both public and private, in a manner compatible with the character of the Borough and the environment;
8. To encourage the location and design of transportation routes which will promote the free flow of traffic while discouraging the location of such facilities and routes which would result in congestion, blight, or unsafe conditions;
9. To promote a desirable visual environment through creative development techniques and good civic design and arrangements;
10. To promote the conservation of historic sites and districts, open space, energy resources and valuable natural resources, and to prevent urban sprawl and degradation of the environment through improper use of land;
11. To encourage coordination of the various public and private procedures and activities shaping land development with a view of lessening the cost of such development and to the more efficient use of land;
12. To promote the maximum practicable recovery and recycling of recyclable materials from municipal solid waste through the use of planning practices designed to incorporate the State Recycling Plan goals.



Goals and Policies:

Goal 1

To maintain and enhance existing areas of stability in the community, encourage the proper relationship between land uses, by promoting a spatial distribution of uses, and establishing areas which have their own integrity and uniformity of purpose. In particular, to preserve and protect the residential character and prevailing density of the community by restricting incompatible land uses from established residential areas, and limiting intensities of use in accordance with the prevailing development pattern.

Policy

The Borough of Westwood recognizes that one of its most significant attributes is its uniform land use arrangement, with limited intrusions of non-residential development in residential neighborhoods. The Plan's land use recommendations are designed to protect and reinforce the prevailing residential development patterns in the community, and preclude any introduction of incompatible non-residential use in these neighborhoods or expansions of existing nonconforming uses, and reinforce prevailing intensities of use.

Goal 2

To ensure that any prospective development and/or redevelopment is responsive to the Borough's environmental features and can be accommodated within the community's infrastructure development.

Policy

The Borough seeks to encourage development which takes into consideration the various environmentally sensitive features which are prevalent in the community. Additionally, the Borough recognizes that the community's prevailing infrastructure imposes limitations on the extent of development/redevelopment which can be accommodated. The Borough expressly seeks to discourage any additional development which adversely affects the community's environmentally sensitive features or which imposes a burden on existing infrastructure. The Borough also recognizes that one of its attributes is the extensive tree character of so many of its building lots, and consequently it is recommended that a planned program of tree preservation, through appropriate ordinance regulation, be imposed to ensure the retention of this natural feature.

Goal 3

To encourage and provide buffer zones to separate incompatible land uses.

Policy

The Borough recognizes the need to reinforce the delineation of boundaries separating residential and non-residential sections of the community. Appropriate buffer/screening devices are to be encouraged to separate incompatible land uses in order to minimize adverse impacts on residential properties.

Goal 4

To provide a variety of housing types and densities and balanced housing supply, in appropriate locations to serve the Borough and region.

Policy

The Borough contains a broad and varied housing stock consisting of detached single-family dwellings, two-family residences, and multi-family units. The Borough's land use policy is to continue to accommodate this broad array of housing, and encourage the provision of some additional one-family and two-family residential development, in accordance with the delineations depicted on the land use plan map. Additionally, the Borough's housing policies recognize that the State has refined the housing issues to direct attention to the specific need for lower income housing. Within that framework the Borough's housing policy incorporates the appropriate components to address its lower income housing need (see Housing Plan Element).



- Goal 5 To promote the continued maintenance and rehabilitation of the Borough's housing stock.
- Policy The Borough recognizes the aging character and resultant deteriorating condition of a portion of its housing stock. The Borough actively encourages the revitalization of its housing through residents' participation in available rehabilitation programs such as the County housing improvement program.
- Goal 6 To discourage the proliferation of two-family and multi-family dwellings.
- Policy The Borough recognizes and acknowledges the existence of two-family and multi-family dwellings in the community. However, it has determined that additional two-family dwellings and multi-family units, exclusive of those planned sites delineated herein, represent an intrusive element which erodes the established character of the community and represents a drain on facilities. The Borough's land use policy is designed to prevent the construction or expansion of two-family and multi-family units except as provided herein. It is the express policy of the Borough to discourage any other additional such development in the municipality.
- Goal 7 To preserve and enhance the Borough's commercial areas by defining their functional role in the Borough and enhancing the quality of life within the commercial center through an appropriate mixture of activities, and provide suitable parking facilities to serve the businesses in the commercial district.
- Policy The Borough seeks to encourage the continued development of the community's business district for retail and service commercial uses serving the daily needs of the resident population, as well as addressing broader shopping and business needs as reflected in this Plan. The Borough policy is to reaffirm a central business district with its own integrity, uniformity of purpose, and integration of building, landscaping, signage, design and parking elements as set forth in the Land Use and Central Business District Plans, and also encourage the establishment of a definitive developmental character for the other commercial and business categories delineated herein.
- Goal 8 To preserve the historic features of the Borough as an integral part of the community's unique character.
- Policy The Borough seeks to protect historically significant structures as identified in the Plan through the adoption of regulations, consistent with the land use act's intention to preserve historic properties.
- Goal 9 To support the overall philosophy of the State Development and Redevelopment Plan (SDRP) as a means of providing growth management on a state-wide basis while retaining the principles of home rule.
- Policy The Borough maintains that the general intent of the SDRP, to manage growth within the framework of an assessment of needs and infrastructure capabilities, represents a reasonable approach to growth management.

Land Use Categories:

1. Residential Land Use. The Westwood Land Use Plan recommends four categories to accommodate residential development in the Borough. These include low, moderate, and medium density residential categories, as well as a mixed-use residential/office designation. These designations are generally designed to reflect the established development patterns of the areas they encompass, incorporate an environmentally sensitive approach to development which includes the preservation of natural features through tree preservation and other environmentally based ordinances, and retain the community's overall prevailing intensity of residential development and character. Additionally, this component of the Plan offers some modifications to existing land use designations in specified instances where conditions warrant adjustment.

Each of the categories are identified as follows:

- a. Low Density Residential. The low density residential category encompasses the majority of the residential sections of Westwood. The Plan calls for a housing density of 5.8 dwelling units per acre, or one dwelling per 7,500 square feet of lot area.

The property in this designation is developed in a relatively uniform residential pattern. Most of the area is developed with detached single-family residences on lots of approximately 7,500 square feet. A primary objective of this residential component of this Plan is to preserve and retain this detached single-family residential character. It is recommended that future development in the portion of Westwood be in accordance with the established single-family residential pattern and type of development.

- b. Moderate Density Residential. This delineation represents a new land use category for Westwood. It encompasses approximately thirty building lots on David Hopper Place, west of Seventh Avenue. This street has been uniformly developed with two-family dwellings. Most of these dwellings are on 5,000+ square foot lots. It is recommended that this established development pattern be acknowledged within the framework of a master plan designation at a density of 17.4 dwelling units per acre, equivalent to a two-family dwelling on a 5,000 square foot lot. The Plan herein states that the delineation of this one area for two-family residential use, at the aforementioned density, is not meant to infer or imply that any other new two-family detached housing is to be encouraged anywhere else in the community.

- c. Medium Density Residential. The medium density residential category includes selected sites which have developed with garden apartments and other forms of multi-family residential design. The proposed density of 22 dwelling units per acre is consistent with the average densities of the existing multi-family developments which are identified in the plan. It is noted that the plan recommendation for this category includes only one new multi-family site, the former school property at Third Avenue and Mill Street which is not already developed for multi-family residential use.



- d. Residential/Professional Office. This land use category extends along Third Avenue generally between Park Avenue and Mill Street. This area has previously been designated solely for business and office use, although its existing land use pattern is more typified by residential development. This factor, plus the area's physical location and distance from the commercial business core and the overall plan approach to encourage retail development in well defined areas, suggests that a refinement of the area's land use designation is in order. Consequently, it is recommended that this area be developed for both detached single-family residential use at a density of 8.7 dwelling units per acre, i.e. 7,500 square foot lots, and office uses.

This residential component of the Westwood Land Use Plan does not represent a significant change in the community's overall residential development pattern or prospective population size, when compared to the present Borough Plan and zoning implementation ordinance. Assuming a continuation of recent changes in housing occupancy characteristics due to local demographic features, and making certain assumptions with respect to economic conditions, it is not expected that Westwood's population would approach 10,500 residents by the year 2000.

2. Commercial Land Use. Commercial land uses are divided into six categories. These include a central business district category, a limited commercial district, shopping area, office, retail/wholesale, and limited business category. Each of these categories are described as follows:

- a. Central Business District. This land use category encompasses the Westwood Ave corridor, west of Kinderkamack Road as well as various side streets from Jefferson and Bergen Place to Irvington Street, and other streets in the immediate vicinity of Westwood Avenue. This area functions as the Borough's primary commercial district and it is recommended that this function be reaffirmed and enhanced in the Plan. It should provide for a variety of retail and limited service uses which are directed towards meeting the shopping and related needs of the area's residents. The intent of the Plan is to encourage retail and service commercial uses which complements both the established character and scale of this central business district and activities which complement each other. Within this framework the following is recommended:

- A distinct Special Pedestrian Environment is proposed to be delineated within the CBD, encompassing the Westwood Avenue corridor and the properties fronting Westwood Avenue. The CBD Plan details the specific design approach for this corridor. Retail uses should be encouraged at street level in the CBD corridor, encompassing those properties with frontage on Westwood Avenue. Such uses are offices, photography studios and other activities which are not as dependent on walk-in trade should be directed to locate on the second floor of buildings in this corridor.
- Restaurants should be encouraged to locate in the area off of the CBD corridor. Outdoor restaurants should be encouraged through the use of appropriate design standards.
- The implementing ordinances should enumerate a detailed list of permitted uses in the CBD, replacing the broad general language of the current code, in an effort to clarify what is acceptable in this district.
- A definitive policy regarding the provision of parking needs to be formulated. In order to encourage the retention of buildings in the outlying CBD area while also encouraging their conversion to commercial use, it is recommended that existing buildings to be retained may contribute to a parking fund instead of providing parking on-site. Newly constructed buildings should provide on-site parking.



A detailed set of recommendations for the business district, incorporating landscape elements, facade improvements, signage, parking and circulation features, etc., is set forth in the following CBD Plan section of the report. The detailed CBD plan is designed to encourage the following:

The rehabilitation of buildings and sites and the adaptive reuse of older buildings in the area;

The assemblage of small properties in the outlying CBD should be encouraged, in those instances where existing structures are not to be retained, to foster an efficient and attractive area;

The location of new buildings within close proximity of the street line, with parking situated to the rear of the site. The Borough's intent is to establish a uniform building line in the CBD corridor as well as the rest of the CBD, through the use of maximum street setback provisions, in an effort to reinforce the prevailing setback pattern in this area and reaffirm the "downtown corridor" effect;

The provision of additional park benches, landscape features, facade improvements and other similar public and private actions;

The imposition of uniform signage designed to reinforce a central business district identity and the provision of additional street furniture, common landscape features, facade improvements and other similar public and private actions.

b. Limited Business District. This area extends along the east side of Broadway between Irvington Street and the Hillsdale municipal border. This is an area which has historically developed with an incompatible mix of commercial, business, wholesale/warehouse and automotive-related activities. It is devoid of any unifying character. It is the intent of this land use category to establish a more uniform, complementary and compatible land use arrangement in this portion of the Borough. It is recommended that the current light manufacturing zoning be replaced with a new land use classification which would permit wholesale uses, a limited number of retail uses where the retail activity is specifically associated with distribution activity, and specified business and office uses. Health clubs and similar recreation uses would also be permitted here, with restaurants including drive-up service permitted in the area north of Lake Street. It is also suggested that the Borough encourage merger of properties through the use of such zoning elements as floor area ratio techniques.

c. Shopping Center. This land use category encompasses the 21.74 acre Westwood Plaza Shopping Center on the west side of Broadway. It is designed to acknowledge the site's established developed character as a conventional shopping center, composed of a myriad of retail and service commercial and restaurant uses. It also serves to eliminate the site's current light manufacturing zoning which does not properly connote the use of this property.



- d. Limited Commercial. The Limited Commercial land use category is situated on Kinderkamack Road south of Old Hook Road. This land use designation provides for a limited variety of retail and service commercial uses and automotive related activities in recognition of the established land use arrangement in this area.
 - e. Office. This land use delineation encompasses a number of area situated at the perimeter of the Borough's central business district. This classification is designed to encourage conversion of existing buildings to office use, as well as encourage the assemblage of parcels to enable new office development.
 - f. Retail/Wholesale. This development designation is designed to acknowledge and encourage improvement to the unique land use pattern which has evolved in the vicinity of Carver Avenue north of Old Hood Road. This area contains a number of outlet stores and wholesale facilities. Unfortunately, the area's character has evolved in a haphazard manner due to unrestricted development without regard to regulatory/design controls. It is recommended, in an effort to improve the physical character and land use arrangement, that a distinctive retail/wholesale category permitting these particular types of uses be permitted here. Appropriate area and building requirements need to be imposed which reflect the prevailing lot arrangement. A definitive plan to improve the physical character of this area also needs to be implemented. It is recommended that the utilization of the State's Local Redevelopment Act may serve as a mechanism to accomplish this goal.
3. Health Services and Office. This represents an expanded land use category for Westwood. It continues to encompass the Pascack Valley Hospital grounds where hospital and related medical office functions shall be permitted. Additionally, it includes other properties along the Old Hood Road corridor wherein medical office, research and development, office, nursing homes and congregate care facilities would be permitted.
 4. Light Manufacturing. The light manufacturing delineation encompasses a well defined area in the southeast corner of the municipality. This area has developed in a relatively uniform manner with light manufacturing, warehouse, office and research uses. The Plan hereby reaffirms this established pattern and type of development.
 5. Public. All existing schools, municipal facilities, parks and open spaces, sites, etc., are identified on the plan.



CENTRAL BUSINESS DISTRICT PLAN

Introduction

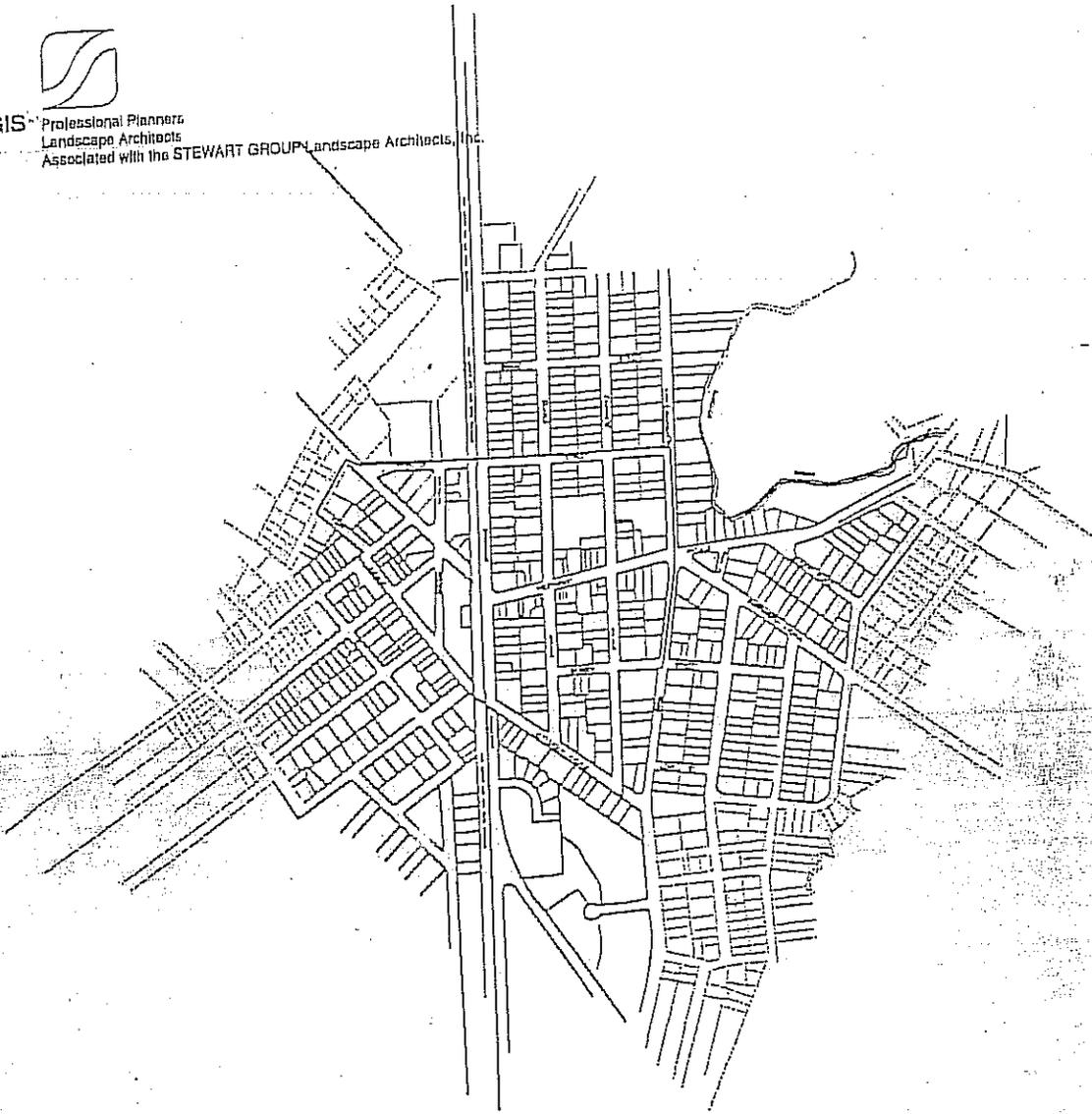
The Borough of Westwood has been endowed with a core commercial center which clearly represents the community's most distinctive attribute and defining feature. Mention Westwood and the Borough's central business district immediately comes to mind. This is due to the CBD's distinctive character, which sets it apart from any other shopping experience available in the Pascack Valley. People are attracted to Westwood's central business district for a variety of reasons, including its unique blend of pleasant pedestrian scale, complementary building design and arrangement, accessible parking, and attractive stores and shops offering a variety of goods and services in a traditional "downtown" setting.

The Borough of Westwood Central Business District Plan represents a design component to reinforce this frame of reference, and to complement the land use recommendations set forth in the Borough Land Use Plan. The purpose of this plan element is two-fold. First, it is designed to reinforce the area's downtown developmental character, uniform building arrangement, and pedestrian scale. Secondly, it is designed to provide a framework to enhance the physical character of the overall CBD and foster an efficient and attractive commercial center through suggested design features. It achieves these objectives by offering a detailed and specific listing of physical design improvements, encompassing such elements as landscaping, lighting, signage, paving material, street furnishings, circulation, and related amenities which will improve the physical character of the district and ensure complementary and integrated development.

It is noted that the central business district study area encompasses a slightly different area than the area designated for CBD use in the Borough Land Use Plan. This minor adjustment was done to ensure that the CBD study area encompasses the property within the jurisdiction of the Westwood Parking Authority. The entire study area is depicted on the accompanying Central Business District Study Area Map.



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WESTWOOD

Central Business District





Preparatory Background Data Gathering Process and Analysis

The Westwood Central Business District study commenced with the preparation of a lot line base map of the entire study area. At the same time a color-spot aerial photograph was taken of the CBD, at a scale similar to the lot line base map. Land use data from the tax office was recorded on borough tax maps, the data was field-verified to ensure accuracy, and subsequently recorded on the lot line base map. Building locations, street widths, parking areas, sidewalks, trees and other pertinent physical elements were transposed from the aerial on to the lot line base map, resulting in a single composite map depicting the area's physical conditions and features.

An existing land use and existing conditions survey of the study area was undertaken as part of this assessment. This survey encompassed a review of the uses which comprise the study area, as well as the relationships of parking, buildings, landscape, signage, lighting, and circulation elements. The existing land use survey is presented in map form on the accompanying Existing Land Use Map, located at the end of this report.

The analysis of the area's existing conditions reveals a number of particularly noteworthy features which merit attention. One's initial impression is that the district is typified by a distinct and traditional downtown character which is a function of Westwood Avenue's historic development pattern. This pattern is exemplified by the district's overall pedestrian scale, which results from the combination of small lot sizes, side line to side line building arrangements, generally compatible modest building heights, narrow road width and sidewalk dimension, modest linear dimension of individual blocks, and the complementary character of the stores and shops in the CBD. The fully developed land use arrangement along Westwood Avenue, coupled with the lack of open parking lots or access driveways to parking lots on this street, serves to reinforce the traditional downtown character of the CBD corridor. Another positive feature of the business district is the location of Veterans Park and Fireman's Park at the westerly and easterly terminus points of Westwood Avenue. These open spaces serve as a natural balancing element, defining the perimeter of the CBD and providing a natural physical open space backdrop to the commercial core of the community.

As noted above, the central business district is characterized by a number of positive attributes. However, it also contains a number of elements which detract from the character of the district, thereby diminishing the overall integrity and design of the area, and adversely affecting the local shopping experience. These critical elements relate to the area's physical character and design elements which, when taken together, establish the visual and physical image of Westwood as a pleasant and attractive place to work, shop or visit. These can be summarized within the framework of the following critical areas of concern: 1) Architectural Facades - the unifying design elements which originally typified the district's most prominent period of construction has been substantially diminished as buildings were renovated, with the result that today the CBD is characterized by a mismatched combination of architectural styles and discordant design elements. In many instances, original brickwork and architectural features have been simply covered by aluminum, signage or other material. It serves to detract from a unifying complementary style which would otherwise reinforce an attractive compatible environment. 2) Signage - the principal area of signage concern regards the manner in which signs are lighted. The use of phosphorous tubes, bold neon lighting, flood lights, etc detract from the traditional CBD setting. The mixing of older and newer stylized signage also represents an inconsistent design image. 3) Lighting - the Borough's use of ornamental light fixtures represents a positive physical addition to the CBD. However, these fixtures clash and are inconsistent with the cobra fixtures which are also located along the streetscape. 4) Landscape Amenity - the existing trees and plantings along Westwood Avenue do not achieve their intended function. The existing trees are not the proper specimens for the streetscape, they are stressed and in poor condition, and are improperly maintained. They do not add to the character of the district. 5) Parks - Veterans Park is a wonderful amenity whose potential as a complement to the CBD is not being fully realized. The existing park design and



landscaping, the lack of a noticeable focal point, the location of excessive signage and the Broadway traffic control structure, and the excessive paved width of Broadway all serve to discourage interaction between CBD pedestrians and the park. It is these issues, as well as related design concerns, that the CBD plan addresses.

In an effort to address these various concerns, a series of conceptual designs have been prepared. These are conceived to illustrate an overall design approach. They schematically incorporate a broad array of physical and visual improvements to reaffirm the vitality of the CBD and its particular character, to ensure it can continue to successfully compete with other community centers.

Central Business District Plan Recommendations

The accompanying CBD Concept Plan Maps, the plan for Veterans Park, and the associated detail sheets depict a schematic representation of the recommendations offered for the physical, visual and aesthetic improvement to the Westwood central business district. The primary purpose of these recommendations is to provide a specific planning direction, and a visual depiction of the manner in which the district's development could occur in a complementary integrated format, while reinforcing the applicable goals, objectives and policy statements contained in the goals section of the Borough's master plan.

The two accompanying maps, entitled Conceptual Site Plan CBD East and CBD West, respectively, provide a broad overview of the more detailed recommendations which follow. The maps schematically indicate a prospective location for tree plantings along the Westwood Avenue corridor and other streets in the business district, street lighting, improvements to Veterans Park, and related street improvements. The following sections of the report, regarding focal points, park improvements, streetscape elements, landscape features, etc. delve into these and related planning issues in detail.



A. Creation of Focal Point

Many successful CBD's have a distinctive feature which immediately identifies the downtown district. It could be a unique architectural element, townsquare, sculpture, etc. The bandstand in Veterans Park represents a focal point, although its prominence is diminished due to the surrounding park design. The subsequent section sets forth recommendations to highlight this element to a greater degree than it is presently highlighted. One additional suggestion is offered for Westwood: the placement of a clocktower, in a design which complements the existing decorative lights, at the entrance to Veterans Park directly opposite Westwood Avenue. This not only serves as a specific visual image, but also as a means to draw the attention of pedestrians towards the park. It also ties in directly with other proposed park improvements, which are identified below.

B. Veterans Park

As noted in the analysis section of this report, the existing design of Veterans Park is not integrated into the Westwood Avenue corridor. A number of modifications can be made to this significant amenity which, while retaining the integrity of the park's historic development pattern, will enable greater use and enjoyment of the park.

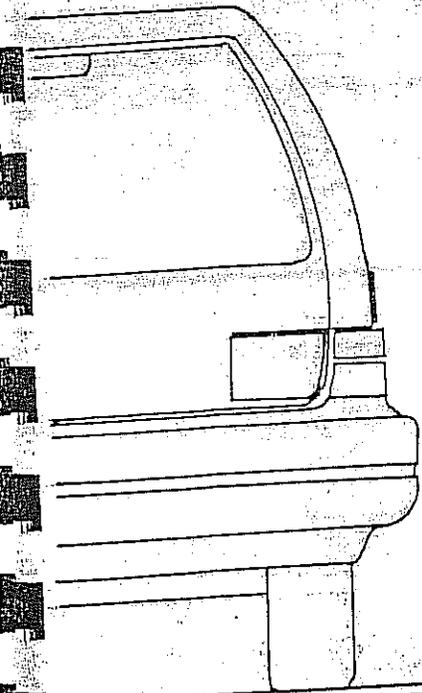
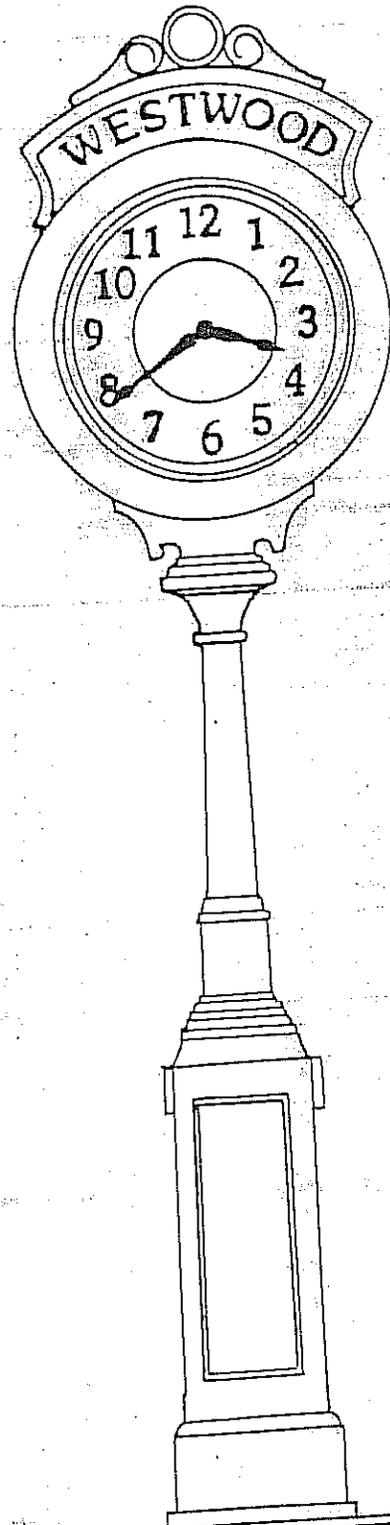
The accompanying Park Plan depicts the recommended modifications to this facility. As shown, one of the critical themes to the improvement plan is the desire to open up the views of the Bandstand from Westwood Avenue to provide a more direct visual linkage between shoppers and the park setting. This is achieved by the creation of a corridor of ornamental trees which define and frame a walkway and greensward from the street to the Bandstand. This will also serve as an attractive enticement to enter the park, and for pedestrians and shoppers to use the park as a pleasant passive park amenity and respite from shopping or visiting the downtown area.

A number of supplementary improvements and suggestions are also recommended as a means to aesthetically improve this facility and establish a greater linkage between the Westwood Avenue corridor and the park, as follows:

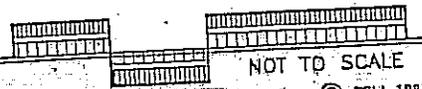
1. The park's cobra-style light fixtures should be replaced with decorative fixtures, thereby reinforcing the linkage with the rest of the downtown area and its lighting plan;
2. The bandstand should be uplit along its perimeter, with modified lighting along the walk. This will serve to place added emphasis on the bandstand and walkway, reinforcing the prominence of the bandstand as a focal point in the community;
3. Decorative benches should be utilized in the park which will complement the bandstand, stylized lights, clocktower, and overall park theme. A sample bench is depicted on an accompanying page;
4. The curb line extending around the east side of the park, connecting Washington Avenue and Broadway, should be relocated eastward to reduce the width of the road and throat of the intersection. This will serve to channelize traffic, widen the sidewalk, and bring the park closer to the Westwood Avenue corridor pedestrians;
5. Eliminate the traffic control structure at the intersection near the park;
6. Replace the existing community information sign at the park with a more decorative, stylized sign which is in scale with its environment. A sample sign is provided below;



7. Install rubberized mats to replace the asphalt surface adjoining the railroad tracks on Washington Avenue. These mats allow for easier maintenance, they are aesthetically more pleasing, and also represent a cautionary element for vehicular and pedestrian movement;
8. An effort should be made to encourage greater use of the park. One affirmative approach that has been successful elsewhere, for example, is the conversion of the railroad station to a restaurant cafe, with a design that takes advantage of the site's natural features and landscape amenity;
9. Install a number of new trees, and replace/remove dead, dying, diseased or stressed trees, or other vegetation which minimizes an airy and open park character.

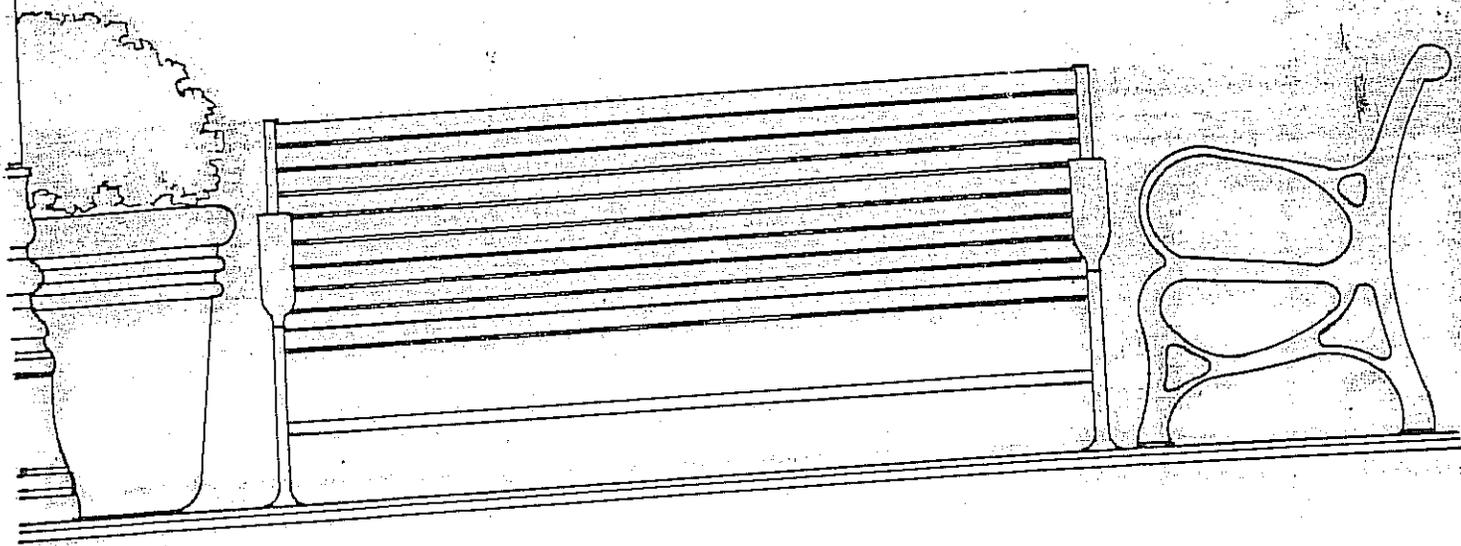


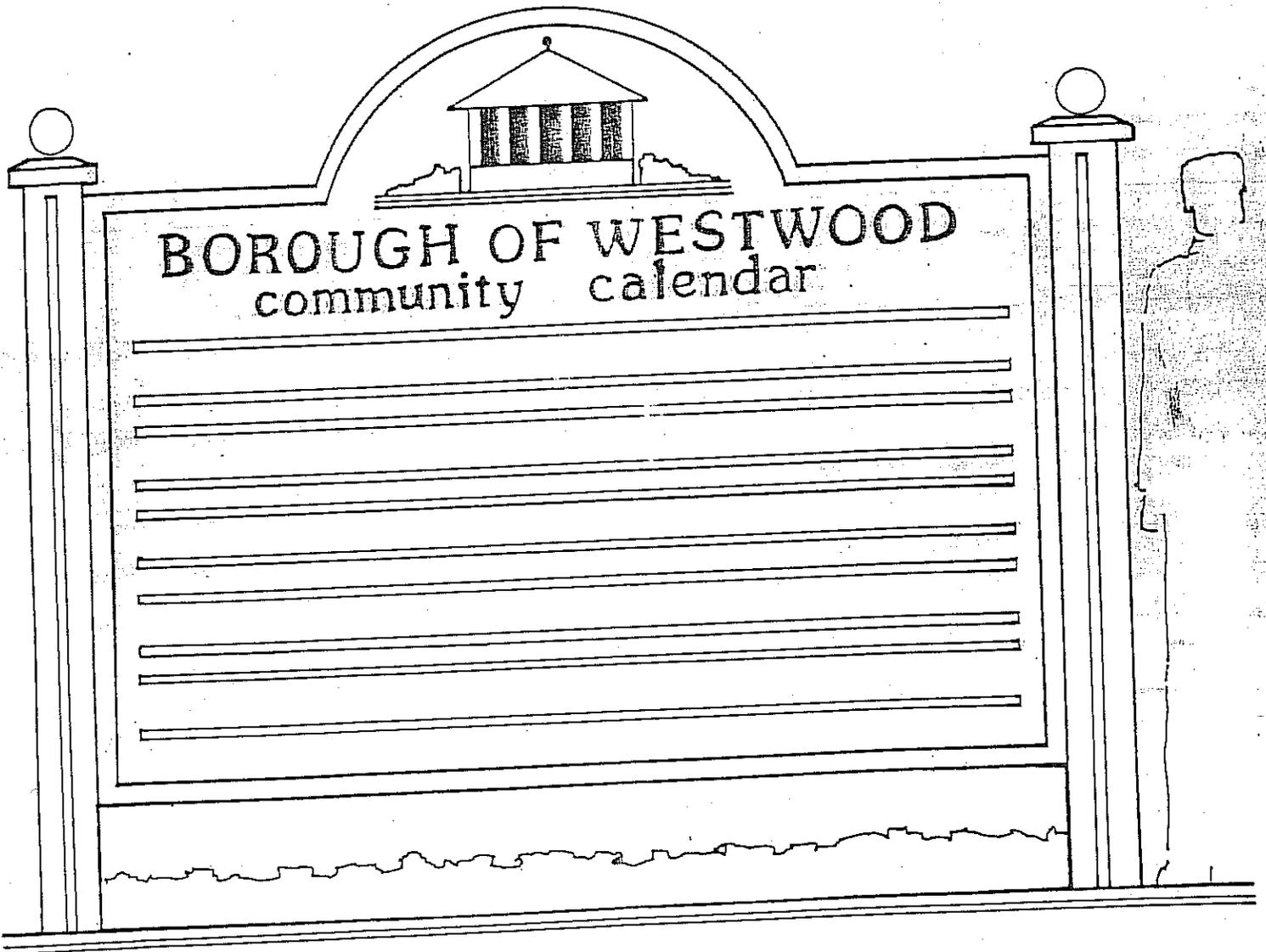
 **ORNAMENTAL TOWN CLOCK**
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES



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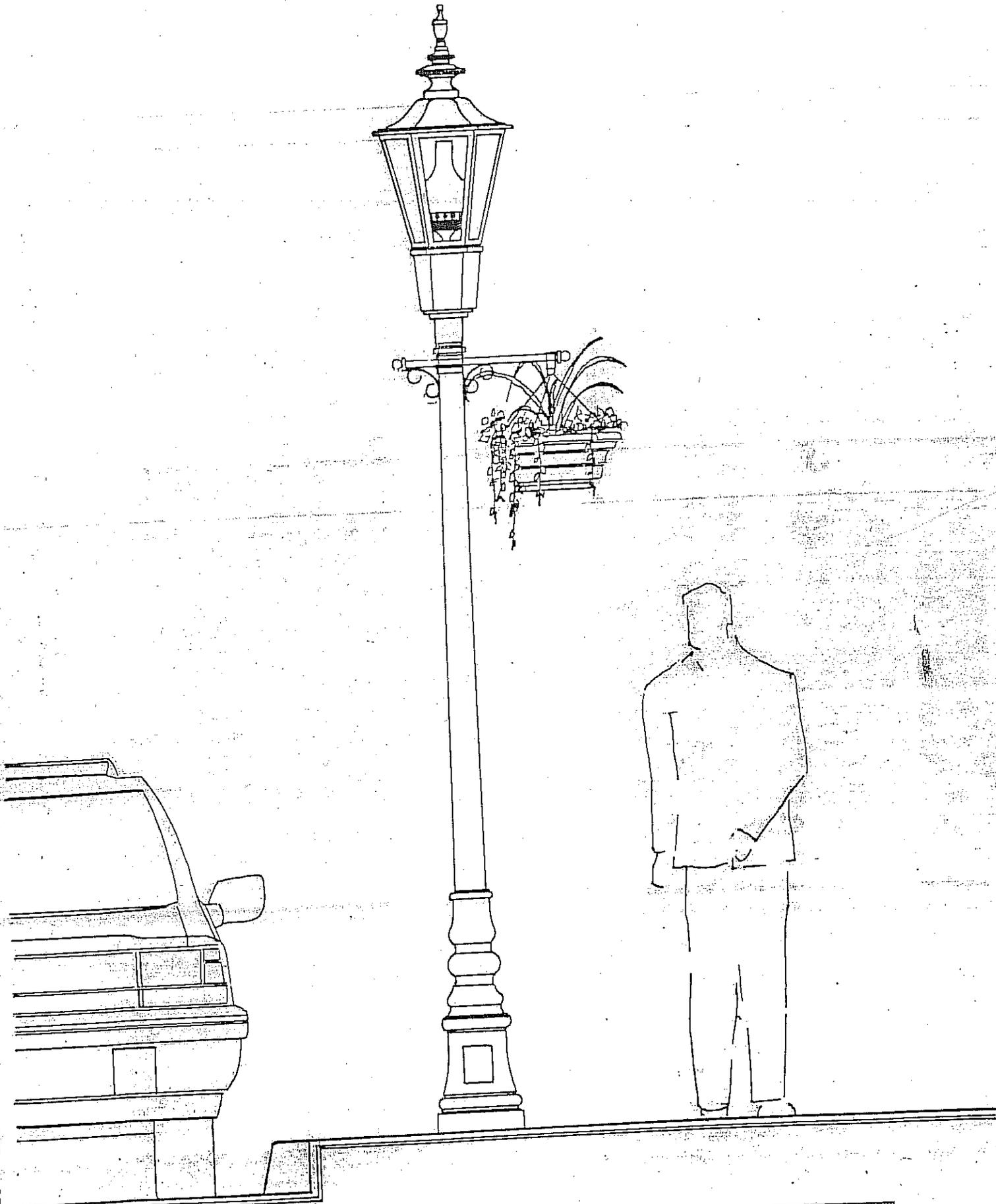
C. Streetscape Elements

The physical and visual character of the streetscape is substantially dependent upon the use of such elements as lighting, landscaping, paving material, street signage, use of street furniture, etc. The following recommendations provide for an array of elements which can aesthetically improve the Westwood CBD streetscape.

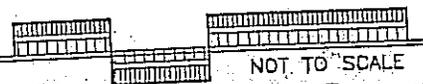
1. **Lighting.** The existing cobra lights are in conflict with the installation of the district's decorative stylized fixtures. These cobra lights should be replaced with decorative fixtures. Two types of complementary fixtures are recommended. One is a single-fixture standard and the other is a double-fixture standard. They are depicted on the accompanying pages. The two stylized poles can alternate as they are placed down the street, with the double-fixture standard also proposed to be located at intersections. Note that the single-fixture standard also has a stem for the placement of hanging plants, thereby representing an additional way to provide landscape amenity along the street. It is suggested that it may be necessary to adjust or add to the luminaries in the existing decorative lights to attain the appropriate lighting level throughout the CBD.
2. **Banner Poles.** Banner poles are simply tall thin poles used to hold decorative, colorful banners. Typically, the banners are used to add color and a local flavor to the CBD streetscape. An example is shown on an accompanying page. The banners often are used to herald change in the seasons, particular local events, the name of the community, etc. Their placement can be along the street line, alternating between the light poles and trees. They are designed to have the same overall character as the light fixtures.
3. **Sidewalk Paving.** An accompanying exhibit depicts a proposed sidewalk paving detail for the CBD. It shows the placement of multi brick bands, called a soldier course, along the curb to create a clear defined band wherein light poles, street signs, etc are to be placed. Additionally, a soldier course consisting of two brick bands are proposed to be located along the sidewalk near the building foundation. This is to be complemented by the provision of brick or bluestone slate in recessed store entry areas. The two soldier courses will serve to define the pedestrian walkway, and the interior soldier course and recessed store paving areas will reinforce a distinct entrance element for each store in the pedestrian corridor.
4. **Use of Sidewalk Area.** Due to the character of the sidewalk design being contemplated, and the use of decorative lights, banners, signage, etc, the extent of extraneous material in the sidewalk area should be limited to flower planters along the building facade, benches (only permitted in front of storefronts by a revocable permit, and at intersections), and garbage cans located next to shade trees. Other material, leaflets on poles, etc, would detract from the overall design theme, and should not be permitted.
5. **Street/Directional Signs.** Accompanying detail sheets depict decorative street identification signs which should be placed at intersections. These signs are designed to complement the design style of the decorative lights, benches, etc, thereby reinforcing the overall design theme of the downtown improvement plan. It is suggested that similarly designed ornamental kiosk signs also be strategically placed throughout the CBD, to assist pedestrians in finding specific stores, locales, etc. Additionally, a symbol system sign for directions to municipal parking lots is proposed. Example signs are provided in this report.



6. Street Trees. The visual image of any street is often significantly affected by the health of the trees located along the right-of-way. As noted in a previous section of this report, the street trees in the CBD have not grown to their full potential due to a variety of reasons. The following is recommended: (a) street trees along Westwood Avenue should be planted at thirty feet on-center, using a minimum four inch caliper tree; (b) street trees in the rest of the CBD should be planted at fifty feet on-center; (c) the existing Ginkgo trees should be replaced with a honey locust or any of the other trees on the list set forth in the following section of this report.

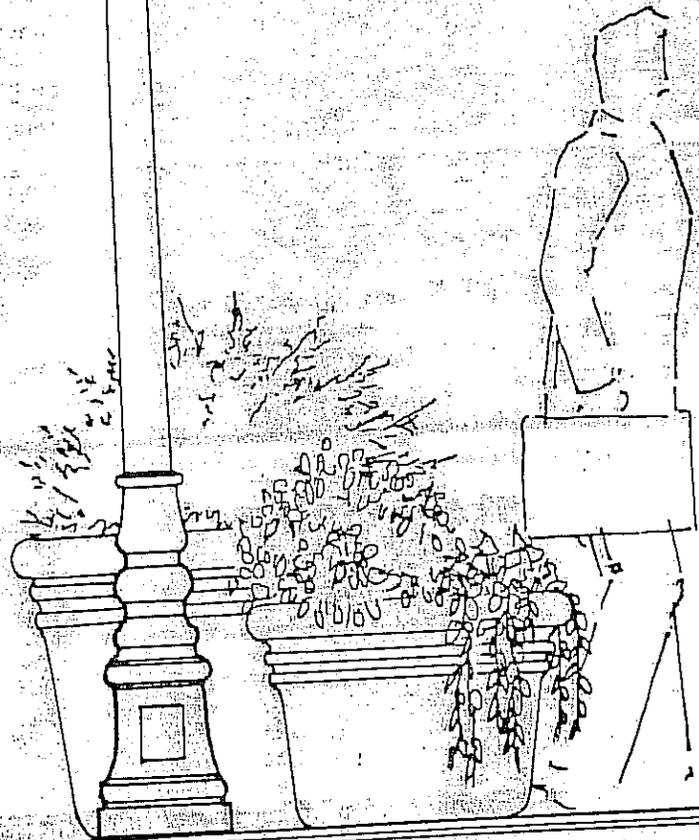
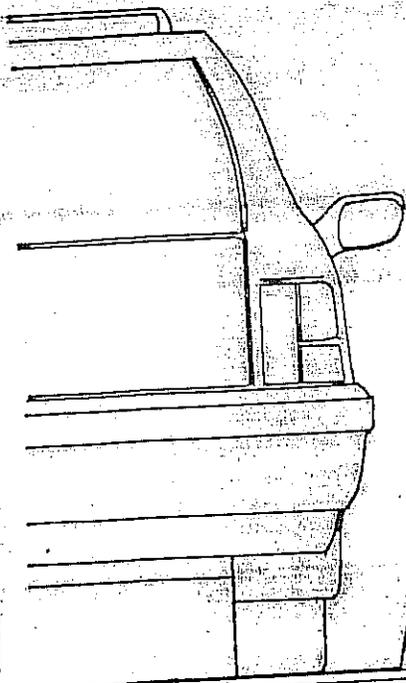
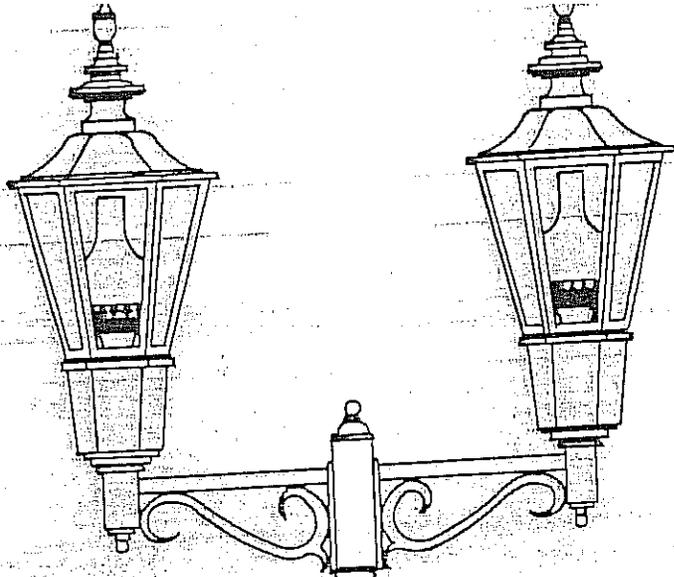


 LIGHT STANDARD W/ HANGING PLANTER
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES

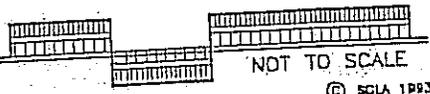


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 INTERSECTION LIGHT STANDARD
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES

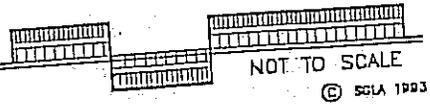


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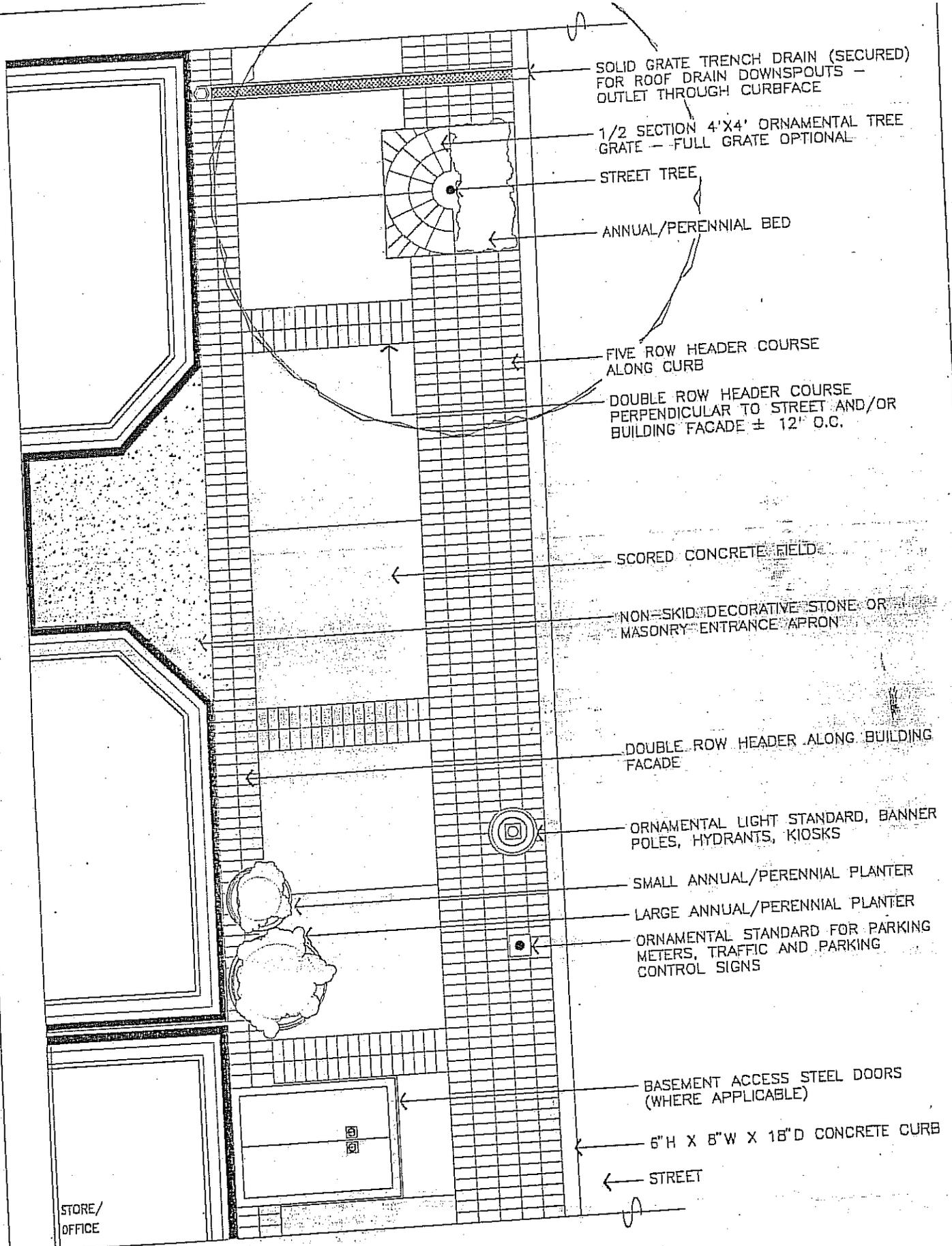


 **BANNER POLE AND SIDEWALK PLANTER**
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES



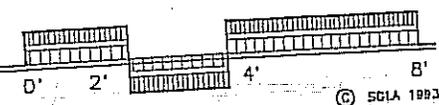
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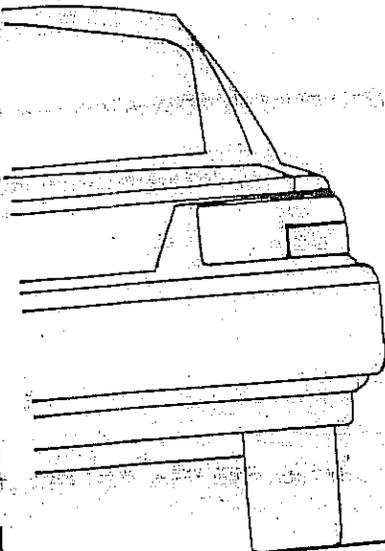
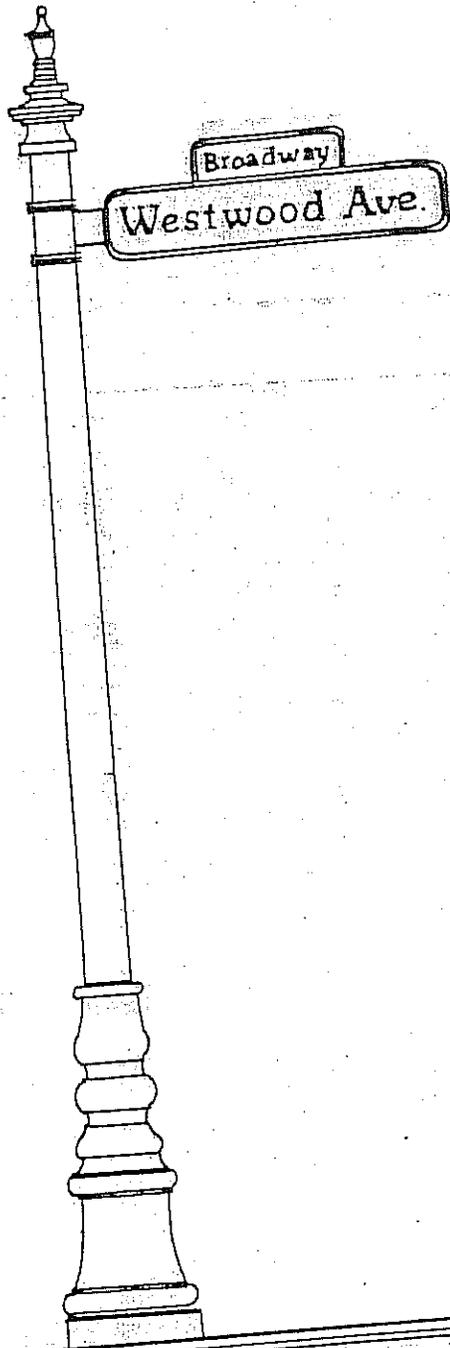


SCHEMATIC PAVEMENT AND AMENITIES PLAN
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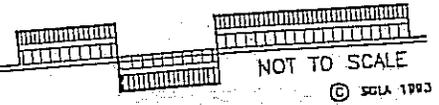
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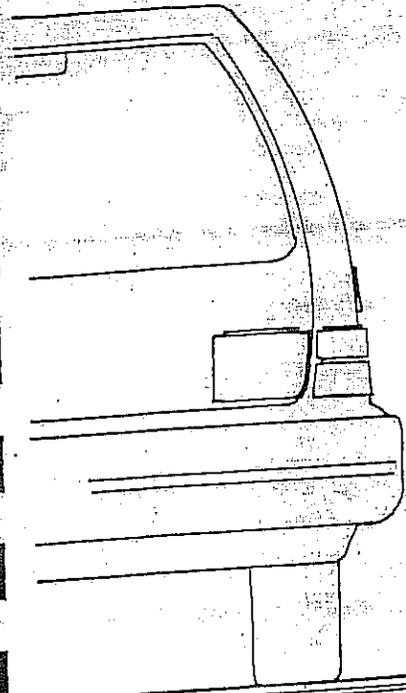
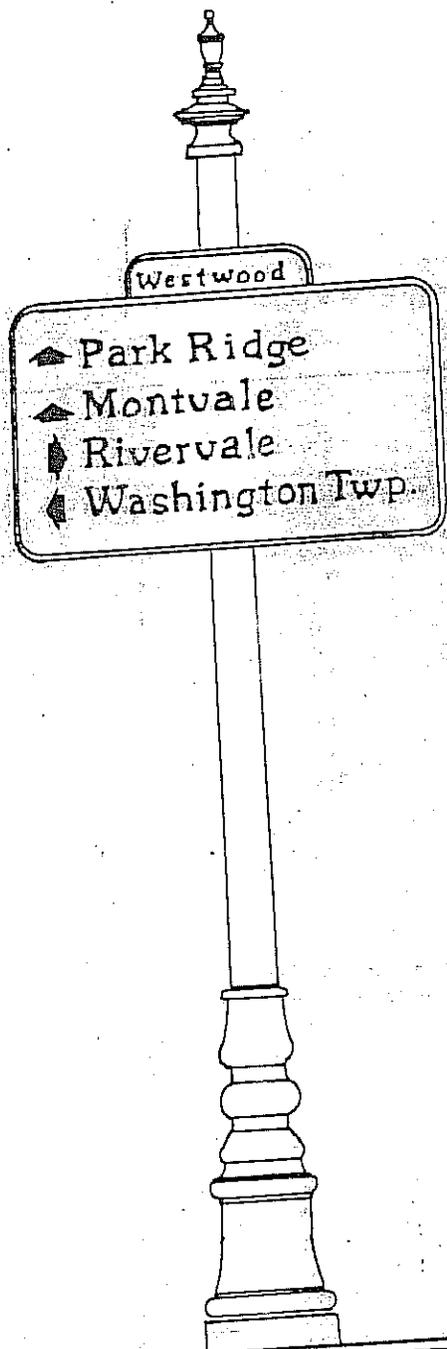


 ORNAMENTAL STREET SIGN
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES



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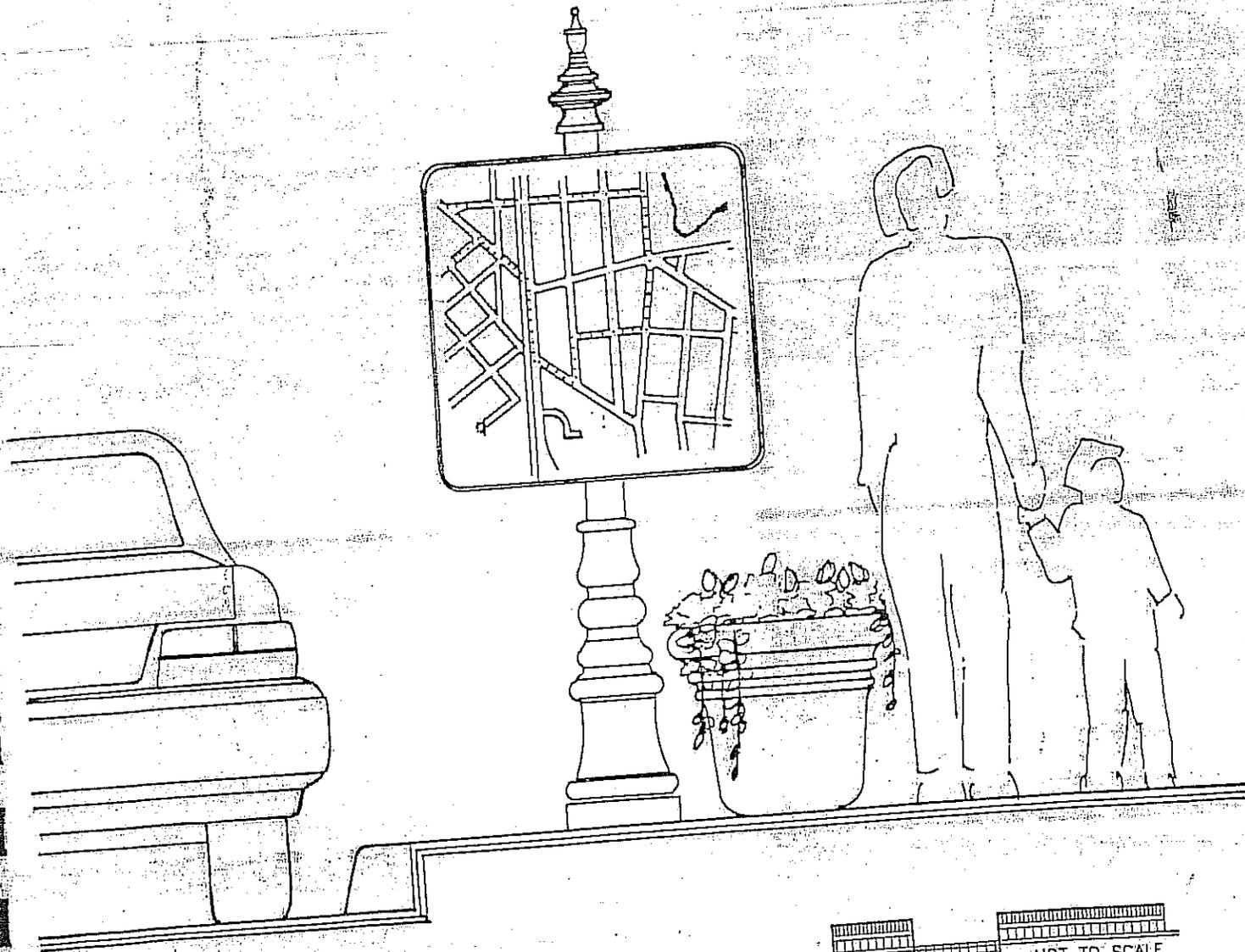
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 ORNAMENTAL DIRECTIONAL TRAFFIC SIGN
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES

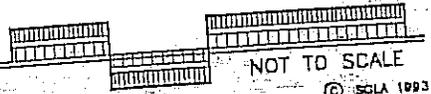

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 **PARKING AND TRAFFIC REGULATION SIGN**
BOROUGH OF WESTWOOD CBD DESIGN GUIDELINES



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D. Landscape Elements

There are a variety of trees, plants and shrubs which are appropriate and suitable for planting within the central business district. The following tables represent a suitable list which should be used as a guide in the selection of landscape elements:

SHADE TREES					
BOTANICAL NAME	COMMON NAME	SIZE (MIN.)		REMARKS	LOCATION
		CAL.	HT.		
Acer rubrum 'October Glory'	October Glory Red Maple	2 1/2-3"	13-15'	B&B	Street Tree Parking Lots
Gleditsia triacanthos 'inermis'	Shademaster Thornless Honey Locust	2 1/2-3"	13-15'	B&B	Bosques Parking Lots
Quercus palustris	Pin Oak	2 1/2-3"	13-15'	B&B	Buffer Zones, Side & Rear Yards
Quercus coccinea	Scarlet Oak	2 1/2-3"	13-15'	B&B	Buffer Zones, Side & Rear Yards
Tilia cordata 'Greenspire'	Greenspire Littleleaf Linden	2 1/2-3"	13-15'	B&B	Parking Lots
Zelkova serrata 'Green Vase'	Green Vase Zelkova	2 1/2-3"	13-15'	B&B	Street Tree, Parking Lots

ORNAMENTAL TREES

BOTANICAL NAME	COMMON NAME	SIZE (MIN.)		REMARKS	LOCATION
		CAL.	HT.		
<i>Amelanchier canadensis</i> 'Majestic'	Downy Shadblow	2½-3"	9-10'	B&B	Adjacent to Buildings, Parking Lot
<i>Cercis canadensis</i> 'Flame'	American Red Bud	2½-3"	9-10'	B&B	Adjacent to Buildings, Parking Lots
<i>Malus Snowdrift</i>	Snowdrift Crabapple	2½-3"	9-10'	B&B	Focal Points, Parking Lot
<i>Malus zumi calocarpa</i>	Zumi Crabapple	2½-3"	9-10'	B&B	Rear & Side Yards, Parking Lot
<i>Prunus subhirtella</i> 'Autumnalis'	Autumn Flowering Cherry	2½-3"	9-10'	B&B	Focal Point, Parking Lot
<i>Prunus subhirtella pendula</i>	Weeping Japanese Cherry	2½-3"	9-10'	B&B	Focal Point
<i>Prunus yedoensis</i>	Yoshino Cherry	2½-3"	9-10'	B&B	Parking Lot, Side Yards

EVERGREEN TREES

BOTANICAL NAME	COMMON NAME	SIZE (MIN.)		REMARKS	LOCATION
		SPR.	HT.		
<i>Picea excelsa</i>	Norway Spruce	5-6'	8-10'	B&B	Buffer, Screening
<i>Picea omorika</i>	Serbian Spruce	5-6'	8-10'	B&B	Side & Rear Yard, Specimen
<i>Pinus strobus</i>	White Pine	5-6'	8-10'	B&B	Side & Rear Yard, Buffer
<i>Cupressocyparis leylandi</i>	Leyland Cypress	6-8'	8-10'	B&B	Buffer, Screening

EVERGREEN SHRUBS

BOTANICAL NAME	COMMON NAME	SIZE (MIN.)	REMARKS	LOCATION
<i>Abelia grandiflora</i>	Glossy Abelia	18-24"	#2 Can, 3' O.C.	Borders, Foundations, Parking Lots
<i>Ilex glabra compacta</i>	Compact Inkberry Holly	18-24"	B&B, 3' O.C.	Parking Lots
<i>Juniperus chinensis pfitzeriana compacta</i>	Compact Pfitzer Juniper	18-24"	B&B, 3' O.C.	Low Buffers, Parking Lots
<i>Juniperus horizontalis plumosa</i>	Andorra Juniper	15-18"	B&B, 2' O.C.	Borders, Low Screening
<i>Taxus baccata repandens</i>	Spreading English Yew	15-18"	B&B, 3' O.C.	Borders, Foundations, Low Screening
<i>Taxus cuspidata nana</i>	Dwarf Japanese Yew	18-24"	B&B, 3' O.C.	Foundations, Parking Lots

DECIDUOUS SHRUBS

BOTANICAL NAME	COMMON NAME	SIZE	REMARKS	LOCATION
<i>Cornus alba sibirica</i>	Siberian Dogwood	2-3'	BR, 3' O.C.	Massing, Borders, Buffers
<i>Cornus stolonifera lutea</i>	Yellowtwig Dogwood	2-3'	BR, 3' O.C.	Massing, Borders, Buffers
<i>Euonymus alatus compactus</i>	Compact Winged Euonymus	2-2½"	B&B, 3' O.C.	Massing, Borders, Large Foundations, Parking Lots
<i>Hamamelis Arnold Promise</i>	Arnold Witchhazel	4-5'	BR, 3' O.C.	Specimen, Buffers
<i>Ilex verticillata 'Harvest Red'</i>	Harvest Red Winterberry	18-24"	#2 Can, 3' O.C.	Specimen, Massing, Buffers
<i>Viburnum carlesii</i>	Fragrant Viburnum	2½-3'	B&B, 3' O.C.	Borders, Foundations, Massing, Parking Lots



GROUNDCOVERS

BOTANICAL NAME	COMMON NAME	SIZE	REMARKS	LOCATION
Hedera helix baltica	Hardy English Ivy	12-15"	B.R., 8" O.C.	Partial Sun, Shade
Juniperus horizontalis Bar Harbor	Bar Harbor Juniper	15-18"	#2 Can, 2' O.C.	Full Sun
Pachasandra terminalis	Japanese Spurge	12-15"	B.R., 8" O.C.	Partial Sun, Shade
Vinca minor	Periwinkle	12-15"	B.R., 8" O.C.	Partial Sun, Shade

The following suggestions are offered with respect to the installation of the plantings referenced above:

- All trees shall be provided with four (4) fertilizer packets in the tree pits at time of installation. Packets shall be 16-8-16, three-year slow release;
- All shrub materials shall be provided with two (2) fertilizer packets in the planting pit at installation. Packets should be 16-8-16, three-year slow release;
- All plantings should be allowed to achieve their natural form through selective pruning programs;
- All trees should receive pruning and fertilizing programs at least once every two years;
- Shrubs should be selectively pruned to reflect their natural habit rather than being sheared into a nebulous form;
- Hedge plantings should not be pruned into individual plants. Plantings intended to serve as a hedge shall be sheared to permit individual plantings to grow together as a single mass.

E. Parking Lot Design

The Westwood business district is served by four municipal parking lots. These include the Center Avenue lot north of Westwood Avenue (Lot #1), the Center Avenue lot south of Westwood Avenue (Lot #2), the Fairview Avenue Lot (Lot #3), and the Municipal Complex Lot on Washington Avenue (Lot #4). These lots and their reference numbers are shown on the CBD East and West Maps presented at the beginning of this section of this report.

A number of landscape and related elements could be added to be these parking lots to improve their aesthetic appearance. All of the lots could benefit from additional landscaping, decorative light fixtures, banner poles, and a stylized identification sign. Parking lot #1 could also use the installation of new trees in the parking lot, while the other lots could benefit from general additional landscape features.



F. Architectural Facades and Related Elements

Architectural facades and related elements encompass such issues as the treatment of the building face, the use of awnings, entrance detailing, commercial signs, and window treatments. The manner in which these items are addressed will determine the visual image that the Borough's CBD presents to the vehicular and pedestrian public. The following suggestions offer direction for enhancing the buildings in the CBD by encouraging complementary design elements that provide for visual, aesthetic continuity. These suggestions are not directed towards creating one particular architectural style but are intended as a general guideline.

1. A coordinated signage system should be implemented as a unifying element. Currently, the Borough's development ordinance permits a significant diversity of sign treatment in terms of materials and letter style, and to a lesser degree, size. The use of wood signage consisting of compatible materials, muted colors such as earth tones with a limitation on the number of colors (typically two or three colors are permitted), sizes (generally the width of a sign should not be more than seventy to eighty-five percent of the storefront's width, depending on the total size of the store, and letters should not be more than two to three feet in height), restrictions on neon, and regulations on elevations could be utilized to complement the existing architecture. Flat wall signs should be encouraged, and protruding signs discouraged so that they do not conflict with the banner signs and other street elements which are also recommended for the CBD. It is noted that all of these items should be detailed in the development ordinance. Additionally, these signage guidelines should not be construed as limiting diversity or creativity. Rather they should be viewed as encouraging a certain degree of compatibility and scale, leaving individual merchants the freedom to creatively adopt standards to meet their own personal requirements;
2. The use of color canvas awnings can serve to create a distinct identity for a CBD. The style and location of the awnings should be coordinated to insure appeal and uniformity. A common design standard should be imposed that addresses such issues as size, color, height, and material of the awning. A detail sheet accompanying this section addresses these items;
3. Successful CBD's typically discourage covered or blocked windows. Display windows should extend across the entire facade. No more than a specified percentage of window area (usually set at approximately twenty percent) should be permitted to be covered by signage.
4. Building elements such as wood trim features would serve as a unifying architectural element throughout the CBD. The use of wood trim would serve to achieve a broader sense of unity in the district. Similarly, the use of a limited number of distinct colors can address this same concern. Typically, brighter color hues should only be utilized to accentuate details, rather than serving as a dominant feature of a building. Earth tones should be utilized for the sides and rears of buildings in order to visually soften and unify the area. The incorporation of subdued color schemes will minimize the obtrusiveness of building in relation to their surroundings.

It is also recommended that consistent architectural facade treatment be encouraged throughout the central business district. The use of reveals for larger facades to break up large blank walls, quoining on building corners, cornice work, complementary color schemes for buildings, and the use of period architectural elements and lighting all serve to reinforce a specific character for the CBD. The use of building materials also impacts the visual image of the downtown. There should not be "fake" stone used on building fronts. In its place brick (vener) should be encouraged. The Borough development ordinance should limit the total amount of an area of any given facade without architectural relief to a specified percentage;

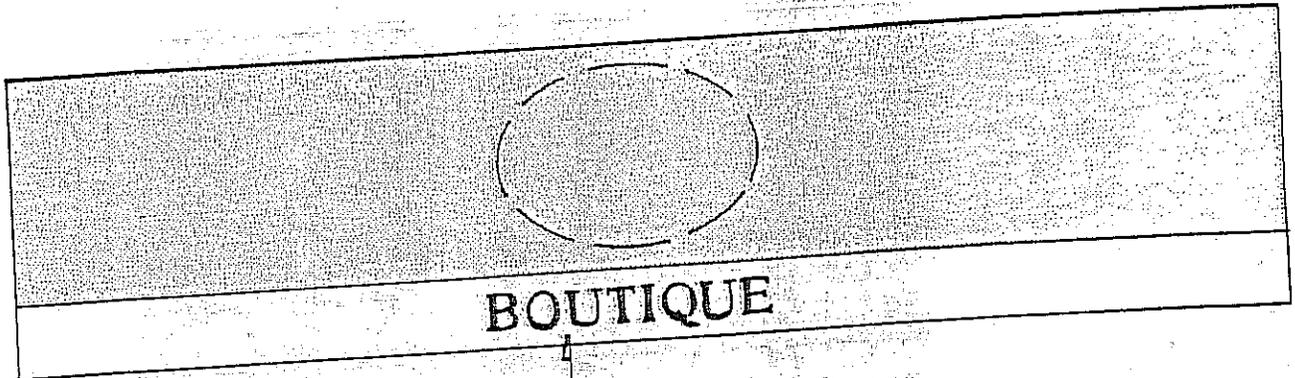


5. Building maintenance remains the most elemental form of rehabilitation. Cleaning and repointing brickwork, repairing windows, and replacing obsolete signs and deteriorated surface materials can all represent significant visual improvements.

Implementation

In order to initiate and administer the improvement of properties in the business district, a standardized public process of design review and approval must be established in conjunction with programs for financial and technical assistance. Several possibilities are listed below.

1. The Westwood Parking Authority historically has been the entity to provide financial assistance for improvements to the downtown area, and this role should continue. Their ability to facilitate improvements in the CBD will enable the plan recommendations set forth in this report to be implemented.
2. Design assistance and technical advice should be offered to applicants during the course of development application processing and site plan review, as well as by the Parking Authority, utilizing the recommendations set forth herein as a guideline.
3. A design review board should be established, composed of representatives of the public and private sectors, including those with the necessary technical and design expertise to facilitate the evaluation of design proposals. Any design guideline which is used should be done in conjunction with the local development ordinance to insure consistency and compatibility.
4. This master plan element should be consulted as part of the review of each and every development application within the central business district, and applicants should be encouraged to comply with the provisions and concepts set forth in the Plan.



ELEVATION

BOUTIQUE

SIGNAGE:

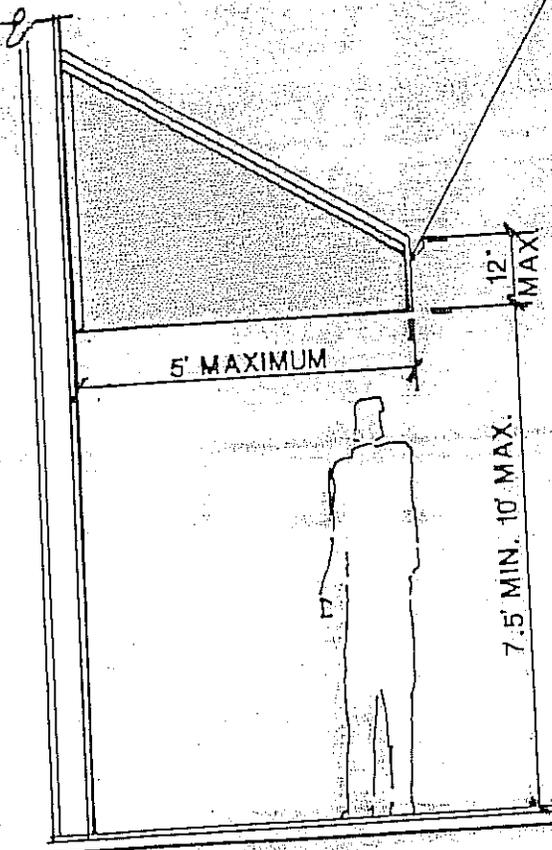
FRONT FASCIA: MAXIMUM TEXT SIZE SIX INCHES
 TEXT TO OCCUPY NO MORE THAN TWO THIRDS OF THE TOTAL AWNING LENGTH

ROOF:

MAXIMUM TEXT SIZE TEN INCHES
 TEXT TO OCCUPY NO MORE ONE QUARTER OF THE TOTAL ROOF AREA

AWNING:

COLOR: TO BE SOLID AND APPROVED BY BOROUGH
 HEIGHT: TO BE APPROVED BY BOROUGH
 MATERIAL: COMPOSED OF MOSTLY WOVEN NATURAL FIBERS OR AS APPROVED BY BOROUGH



SECTION



STEWART/BURGIS

Professional Planners
Landscape Architects

Associated with the STEWART GROUP Landscape Architects, Inc.

BACKGROUND DATA BASE

Note:

The various background studies on land use, population, housing, environmental features, etc. presented in the Stewart/Burgis report entitled Land Use Plan: Background Studies Report, previously distributed to the Planning Board, shall be set forth in this section of the final draft of this document.



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WESTWOOD MASTER PLAN
 2010-2020
 100 North 10th Street
 Newark, NJ 07102



Legend	Description
[Symbol]	Proposed Residential
[Symbol]	Proposed Commercial
[Symbol]	Proposed Industrial
[Symbol]	Proposed Office
[Symbol]	Proposed Public Use
[Symbol]	Proposed Open Space
[Symbol]	Proposed Transportation
[Symbol]	Proposed Utility
[Symbol]	Proposed Other

Map Scale	Scale
Graphic Scale	1" = 100'
Graphic Scale	1" = 200'
Graphic Scale	1" = 400'
Graphic Scale	1" = 800'
Graphic Scale	1" = 1600'

LAND USE PLAN
 PREPARED BY THE PLANNING DEPARTMENT
 100 NORTH 10TH STREET
 NEWARK, NJ 07102

Map Date	Scale
10/1/2010	1" = 100'
10/1/2010	1" = 200'
10/1/2010	1" = 400'
10/1/2010	1" = 800'
10/1/2010	1" = 1600'

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