

## Memorandum

Date: May 20<sup>th</sup>, 2019

To: South Orange Planning Board

From : South Orange Design Review Board

Subject: Application #269 Work Mozaic

Applicant: Marc Weinberg

This memo is requested to advise the Planning Board regarding application #269. This building is a key visual anchor to our downtown. We very much appreciate the thoughtful effort to refresh so many elements of this façade.

### I. Façade

Painting of the building will be a wonderful update. The color referenced in the image that is a step darker and with a grey undertone complimenting the foundation stone looks good. We are happy to give feedback when the shade will be tested and finalized. On the second floor, the two additional gables that were added, we recommend centering gable (see figure 2), or eliminating the two left gables and continue the straight roofline. See figure 3 and 4 for reference.

**Figure 1:** Applicants original submit



**Figure 2:** Design Review Board rendering with no awnings on the top.



**Figure 3:** Design Review Board rendering with some accent awnings on second and third floor. They are higher up from the windows and a steeper slant with no valence.



**Figure 4:** Design review board rendering with all black awnings on every 2<sup>nd</sup> floor window and sign on the awning on the large three-window awning. Individual letters would be limited to a maximum of 24 inches in height.



## II. Awnings

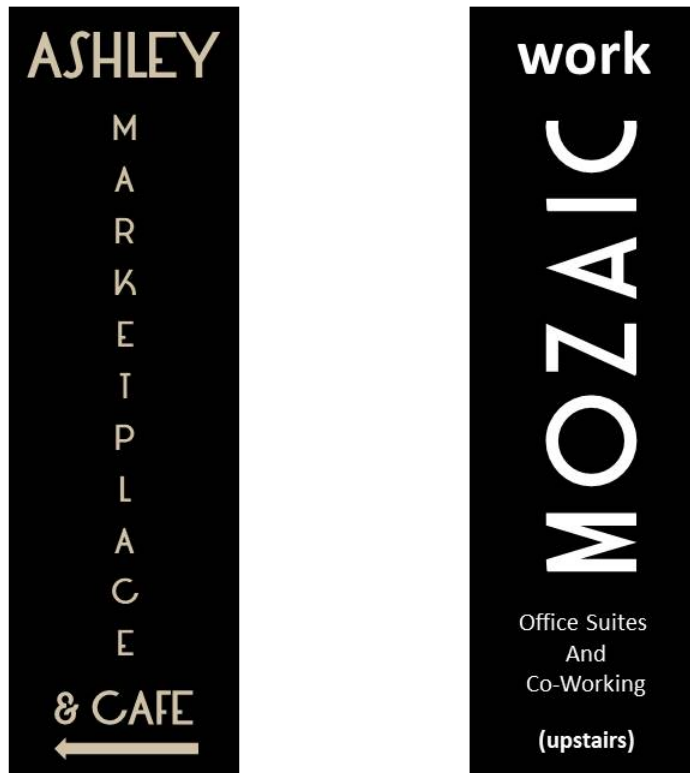
Due to the scale of this building the awnings are a nice architectural detail. We would recommend the awnings on the first floor be a separate pattern. Something that feels more like a downtown food market. This design element instantly helps you understand that two businesses occupy this location. Design review board would be happy to review awning samples at a later date that could work. The colors selected need to compliment both businesses. See renderings above showing three complimentary options. Having more than two signs on the second floor does not seem necessary.

**Figure 4:** The image on the left below is showing current condition at the South Orange Avenue entrance. These pedestrian height light boxes could be updated into more attractive modern signage. The rendering below on the right shows how much clearer and attractive the entrance becomes. The rendering also shows how the canopy was extended over the window to the left to help define the entrance more.





**Figure 5:** The rendering below shows how the vertical signage could be a huge help to identify the businesses and identify which direction to go. The business name could be illuminated internally from the light box with electrical already there.



**Figure 6:** This image highlights how the canopy can have warm canister lights underneath with a dark wood slats accent. We would also recommend cables to attach to the top of the canopy. See figures 2, 3 and 4.



### III. Lighting

This building's block needs more lighting on the ground level. Currently the only lighting functioning is the bucket lights over the Ashley sign. The other bucket lights on the front of the building are not on. Referencing the original submit, the main Ashley sign would be moved to the left. It seems that only 4 lights would be necessary over the sign. Warm canister lighting under the canopy will be a positive addition and light the building's entrance. There are no lights at the pedestrian level, especially on the left side by the train. Adding sconces between the windows at a lower elevation would greatly enhance the pedestrian experience on this block. There is also an opportunity to add a light focused on helping illuminate that side of the crosswalk next to this façade by the train overpass.

### VI. Rear Entrance

Since there is also a light box already existing on the back entrance on the right side, mimicking the sign style from the front could be an effective option. The Ashley could then just have their sign updated like the front in the same location and recover the awning frame. The same style blade sign could be a nice option for the second floor. Due to the fact that the rear entrance and location of work Mosaic is not obvious, signage would be helpful. Any signage taller than the current Ashley rear sign, we would not recommend be illuminated since the Avenue apartments are right next-door.

**Figure 8:** Current rear facade



**Figure 9:** Design Review Board rendering of signage recommendation. We assume the back of the building will be the same color as the front.

