Memorandum

Date: October 6th, 2021

To: The Planning Board

From: South Orange Design Review Board

Applicant: #287 6-8 South Orange Ave.

This memo is to advise the Planning Board regarding 6-8 South Orange Avenue. This proposed application is a conversion of the existing three-story commercial building to a mixed-use building with retail on the first floor and two stories of residential:

This is a very positive update to a building in a highly visible location of our downtown district. We support the thoughtful building design and would like to make the following recommendations:

1. The first floor retail façade:

    a) Instead of washing the stone, we suggest resurfacing the entire front with stucco. This will unify and organize the front façade. The new stucco color can reference the washed front brick color and can be continued in the walkway. Metal sheeting is not necessary on this first level façade.

    b) The outdated Bank of America signage and sign placement needs to be updated to coordinate with the recently updated Hot Bagels Abroad signage. Consider external illumination of both signs.

2. Walkway side of the building:

    a) It was suggested to consider a smoother stucco finish on the walkway side to improve the look visually. On this side of the building, we also support reorganizing the gutters, wiring and lighting to achieve a cleaner look for the building. This will also enhance the experience of the pedestrian walkway.

    b) A sign that identifies the building or address.

    c) Warm led lighting at the entrance of the building on this side.

    d) Downlights added to illuminate the walkway.

e) A simple bench could be added in the walkway to the right side of the door entrance.

3. Second and Third Floors

a) We fully support the plan to clean the existing brick and update windows with a dark finish.
b) The treatment of the metal material on the second and third floors is well received.

As this application progresses, we are happy to work with the applicant regarding color choices of material, signage details and lighting.