



The Latest from Downtown Westfield NJ, a classic town for modern families!

July 2016

**In This Issue: Jazz Festival, Pizza Run, Sidewalk Sale, Grand Openings, 20 Ways to Love Downtown, Food & Wine, A Whole Lot of Construction, Murray's Last Newsstand, National Night Out, Shopping Best Bets, Parking Tips**



## Sweet Sounds Downtown Jazz Festival Begins July 5

Live music every Tuesday night in July & August, 7-9pm -- The 20th Annual Sweet Sounds Downtown Jazz Festival 2016 will run from July 5 through August 30. Talented jazz groups will play and

entertain each Tuesday evening 7pm-9pm during July and August with Wednesday rain dates. Five bands will play each Tuesday, including at a new fifth location at South and Westfield Avenues in Foundation Park every week. Visit Downtown Westfield for the Jazz and arrive early to shop and enjoy the restaurants and dessert places too. We look forward to seeing everyone!

For details about Jazz and the 2016 performance schedule, [click here](#).

With the successful pilot program last year, select artists of the Westfield Art Association (WAA) will once again be displaying their artwork out-of-doors during Tuesday night Sweet Sounds Downtown Jazz festivals. The WAA has been putting on outdoor exhibits in our town since 1922, making it the oldest independent art association in New Jersey. Look for their displays on along Elm Street on July 12 and in Foundation Park on August 9. For more information on the group and their events, visit <http://westfieldartassociation.blogspot.com>.



PRESENTING SPONSOR



Horizon Blue Cross Blue Shield of New Jersey

## The 15th Annual Downtown Westfield 5K & Pizza Extravaganza is July 27. Register Now!

Online registration is now open! The 5K Pizza Run, one of the largest non-corporate 5K races in the state, attracts over 2,400 runners and over 6,000 spectators for an evening of running, pizza, prizes, DJ entertainment, and live music by Michael Craig Band & FOG. Tech shirts to the first 2,500 entrants and caps to the first 600. The 15th annual Downtown Westfield 5K & Pizza Extravaganza will be held on July 27, 2016. The DWC welcomes Presenting Sponsor Horizon Blue Cross Blue Shield of New Jersey and Platinum Sponsor Trinitas Regional Medical Center.



To register and for more information about the race and all sponsors of the event, [click here](#).



## Sidewalk Sale Days are July 21-25

The downtown sidewalks of Westfield will be filled with great items at discounted prices as retailers once again put their merchandise outside for Sidewalk Sales, Thursday, July 21 to Sunday, July 24. Get ready for summer with great bargains! Shop locally, rain or shine, and don't forget to support the town.

For more information about this and other events, visit [www.westfieldtoday.com](http://www.westfieldtoday.com)

## Grand Openings

**Kilwins** is now open at 9 Elm St. (across from Ferraro's). Kilwins, since 1947, offers the finest quality, traditional down-home chocolates, fudge and ice cream made fresh from premium ingredients and original recipes. They make many of the items on premises, including fudge and caramel apples! 908.264.7476. [www.kilwins.com](http://www.kilwins.com)

Coming soon:

**Di Farina**, an Italian specialty restaurant and pizzeria, will be opening soon at 107 E. Broad St. They are doing extensive interior renovations and will offer pizza by the slice as well as a full menu in a beautiful space with exposed brick, brick ovens, coffered ceilings, marble and ceramic tile and other high end finishes.

**Addams Tavern**, the long awaited and anticipated bar/restaurant of the Harvest Restaurant Group, is coming to 115 Elm St. and is expected to open very soon. Extensive renovations continue, including new exterior awnings, just installed. Interior efforts are finishing up on a full bar and a 162-seat restaurant on both levels with a mezzanine and outdoor herb garden. Stay tuned for Grand Opening details. [www.harvestrestaurants.com](http://www.harvestrestaurants.com)

**Amazing Lash Studio** will be opening soon at 225 E. Broad St. (in part of the former Staples space). Amazing Lash is dedicated to raising the bar on perfection, lasting beauty and professionalism in eyelash extensions. [www.amazinglashstudio.com](http://www.amazinglashstudio.com)

**Michael Robert Construction** is moving to the corner South Ave. & W. Broad St. and is working on an exciting historic restoration of the storefront. Stay tuned for opening details. 908.591.4578. [www.michaelrobertconstruction.com](http://www.michaelrobertconstruction.com)



## 20 Ways to Love Downtown Westfield

With the 20th anniversary of Westfield's Jazz Festival this year, we want to give everyone a chance to show their love for the festival and this town. Here are the top 20 ways you can show your love!

1. Bring the kids downtown on Tuesday nights in July & August for jazz and maybe a bite to eat
2. Try the new Kilwins ice cream shop on Elm St., or frequent your old favorites
3. Say hello to Mayor Skibitsky's if you see him downtown, especially if he's dining with his family al fresco
4. Give your kids money when they want to come downtown with their friends
5. Take yoga or bar classes at POE, Bar Method or Satsang
6. Try the new Addams Tavern when it opens (but don't forget about your old favorites too)
7. Give a 'woop woop' for the Trader Joe's rebuild
8. Buy a new bathing suit at Lord & Taylor or Johari, even if you still want to lose a few pounds
9. Dream of more openings in vacant storefronts
10. Get yourself waxed, lashed or threaded at bluemercury, Lunch Box, Girl from Ipanema, R Studio Lash Spa or Amazing Lash Studio (coming soon)
11. Shop at our retail stores in person, not online, especially if you want them to stay open in our town
12. Frequent the Rialto Theater even if you can catch the movie in a few months on demand
13. Congratulate James & Lillian of Akai Sushi Lounge on the birth of their new daughter
14. Buy your running shoes from Westfield Running Co and kids shoes from Castle Bootery, even if you can find them cheaper online
15. Buy anything you like in our stores downtown even if you can find them cheaper online
16. Share your hometown pride with Carlo's Bakery as well as Bovella's
17. Thank Jude Connally for opening their only retail store in the nation in Westfield
18. Parking spots in the lots only cost \$.50/hour, so come prepared
19. Pick up litter if you see it on our downtown sidewalks
20. Call anyone you know who works at J. Crew or Brooks Brothers and beg them to open a store here



[Please send us an email if you want to see more lists like this!](#)

## Food & Wine

### Melovino Mead (Honey Wine) at CoolVines

Join CoolVines on Friday, July 29 at 5pm as they welcome special guest Sergio Moutela, the founder and head Mead-smith from Melovino Craft Meadery - NJ's first meadery! Have a taste of his amazing, award winning honey wines and find out what goes into making this simultaneously ancient and modern beverage. 127 Central Ave., 908.232.5050. [www.coolvines.com](http://www.coolvines.com)

### Lobster Rolls at Westfield Seafood



With summer here, Westfield Seafood is sourcing a great variety of fish for the grill, as well as steamers, shrimp, hard shell lobster, clams and oysters. Wild salmon is now in season. Coming soon are the very popular and delicious LOBSTER ROLLS! 220 South Ave. W., 908.233.3042. [www.westfieldseafood.com](http://www.westfieldseafood.com)

### **Expansion at Limani Seafood Grill**

Owner George Vastardis serves beautifully fresh seafood with a Greek flair at Limani, befitting his Greek heritage. His small restaurant will now expand with his popularity to take over the store next door (former location of UPS, which moved to Elmer St.). Limani will double in size as they renovate and expand into this new space. Construction is underway on the interior and new windows, awnings, doors and signage will be installed on the building façade with grant assistance from the DWC Design Committee. Keep your eyes open for the changes! 235 North Ave. W., 908.233.0052. [www.limaniseafood.com](http://www.limaniseafood.com)

**New Lunch Menu at Brick Oven** The Brick Oven has completely revamped their lunch menu as of July 1 to include lots of new entrees, such as chicken francaise and chicken marsala, each with soup or salad for \$11.95. Also added is a chicken caesar wrap, arugala salad with tuna and meatball sliders. Look for the new menu on their website. 117 Quimby St., 908.317.9500. [www.thebrickovenwestfield.com](http://www.thebrickovenwestfield.com)

### **New Summer Specials at Turning Point**

Turning Point is offering new summer specials. For breakfast, try the Chicken-n-Waffles (\$12.95), Tiramisu French Toast (\$8.65), or Sriracha BBQ Breakfast Bowl (\$9.95). For lunch, try the Vegetable Quinoa Ragout (\$9.45); Smokin' Chicken Wrap, (\$9.25), or Zucchini "Spaghetti" (\$9.95). They have al fresco dining for breakfast and lunch for those warm summer days. Serving breakfast, lunch and brunch daily from 8am-3pm. 137 Central Ave., 908.264.8180. [www.theturningpoint.biz](http://www.theturningpoint.biz)



## **A Whole Lot of Construction Going On!**

Improvements to the **intersection of Elm St. and E. Broad St.** continue and are expected to be completed by summer. Although some lanes and parking spaces are closed, the intersection is open to traffic. The project is being funded by the state and carried out by the county and includes creating new sidewalk aprons on all four corners to shorten the distance pedestrians have to walk in crosswalks. New lights will be installed and timed better with the traffic light on Central Ave. and Elm St. as well as

Elm St. and North Ave. to improve traffic flow, and the lights will have pedestrian countdowns to let people know how much time they have to cross. Skoda Contracting has completed a gas main replacement on behalf of Elizabethtown Gas also before the area is repaved.

Work to rebuild **Trader Joe's** has begun. Trucks and workers can be seen on location and passersby are stopping to see what's going on. The public is excited to see progress!

**Addams Tavern** continues in their final efforts to complete this long awaited restaurant. A peak into the front door gives an early view of the long bar, built-ins, double height main room with



huge windows and high ceilings. Addams is now hiring staff. Apply online at [www.harvestrestaurants.com/careers](http://www.harvestrestaurants.com/careers)

## Murray is Retiring at Train Station Newsstand July 16

Murray Perch, Westfield resident is retiring. After 33 years of getting up at the crack of dawn to greet commuters with hot coffee, newspapers and quick breakfast items, Murray will be retiring. Stop by to bid farewell to him on his last day Saturday morning, July 16 from 8:30am-11:30am. Stay tuned as The Town of Westfield which owns the newsstand, determines the next steps for this important landmark and favored commuter stop.



## National Night Out is August 2

The DWC is pleased to partner with the Town of Westfield on the evening of August 2 as families across America enjoy National Night Out. National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, better places to live. This year, the Town of Westfield is planning festivities as part of the DWC's Sweet Sounds Downtown Jazz Festival at the North Avenue train station jazz location. Members of the Police and Fire Departments will be participating. The DWC is also providing a special car showcase that evening. Stay tuned for more information.

[www.westfieldtoday.com](http://www.westfieldtoday.com)

## Shopping Best Bets

### Summer Beach Essentials at Bittersweet

Stop by Bittersweet for the latest beach cover-ups, totes and flip-flops. Insulated cooler bags from Lilly Pulitzer make a great beach tote. Mariposa giftware is fully stocked for all your summer entertaining. Look for special discounts during the July Sidewalk Sale Days. Mention this newsletter and receive 15% off your entire purchase. 212 Lenox Ave., 908.389.0330.

[www.facebook.com/bittersweetdesigns.westfield](https://www.facebook.com/bittersweetdesigns.westfield)

### Celebrate the 4th with 50% off at Mila

Celebrate the 4th of July at Mila Boutique with up to 50% off the entire store. Their sale runs July 1 through July 8. Stop in to give your wardrobe a warm weather update. Mila imports ladies clothing from Italy and France. 107 Prospect St., 908.232.1110. [www.milascloset.com](http://www.milascloset.com)



### Chic Dresses at Jude Connally

Summer is in full swing and Jude has everything you need to be chic, comfortable and put

together. Stop by the Westfield store to shop the new collection. They also now have little girl dresses and Jack Rogers sandals. Have fun, feel good and enjoy the compliments. 111 Central Ave., 908.889.0900. [www.judeconnally.com](http://www.judeconnally.com)

### **Fitted Bathing Suits at Johari**

If you haven't found the perfect swimwear for the season stop by Johari and let their swim experts lift and fit you. Johari has a selection of swimwear and cover ups on sale for 20% off. Shop early for best selection. 112 Central Ave., 908.228.2779. [www.joharionline.com](http://www.joharionline.com)



### **Fun Summer Shoes from Sole**

The new collection of ladies and girls shoes from Melissa and Mini Melissa are too cute for words! Made of soft plastic, they are perfect for summer and wearing poolside. Ballet flats with bows or owl faces make these shoes fun to wear as well as practical. 201 E. Broad St., 908.654.7800. [Facebook](#)

### **Learning Express Open During Jazz Nights**

Learning Express Westfield will be open until 8pm on Tuesday nights in July in support of Jazz Nights. They will also have special events each Tuesday night. Check out our Facebook page each week for the event scheduled. 104 Quimby St., 908.233.1381. [Facebook](#)

### **Ricardo Roig Prints & Limani Gift Certificate at Evalyn Dunn Gallery**

Ricardo Roig is having a price increase effective September 1, 2016. If you have been thinking of purchasing any of Ricardo's limited edition screen prints, now is the time. Evalyn Dunn has also partnered with Limani Seafood Grill. For each artwork purchase of \$50 or more, receive a gift certificate for \$25, compliments of Limani, which is located at 235 North Ave. Limit one per person while supplies last. Some exclusions apply. Evalyn Dunn, 549 South Ave W., 908.232.0412.

[www.evalyndunngallery.com](http://www.evalyndunngallery.com)



### **Services:**



### **Fred Astaire Dancers at Jazz Festival July 26**

The 20th Annual Sweet Sounds Downtown Jazz Festival welcomes the Fred Astaire Dance Studio of Westfield to Swingadelic's performance on July 26th. Immerse yourself in a bygone era of big band music and exciting Swing dancing. Not sure how to do the Jitterbug? Don't worry. Professional dancers and students of the Fred Astaire Dance Studio will be there to show you how it's done. Join them for what's sure to be a rip-roaring good time! 530 South Ave. W., 908.228.2245.

[www.fredastairewestfield.com](http://www.fredastairewestfield.com)

### **Teacher Training Session at Satsang Yoga**

On Tuesday, July 19, from 7pm-8:30pm, enjoy a teacher training session with Ellen Kaplow and Sally Narkis followed by a complimentary class. Reserve your spot for this event and learn more about Satsang's premier training program. Only 20 spaces available. 235 E. Broad St., 908.789.7203. [www.satsangyogastudio.com](http://www.satsangyogastudio.com)

### **Summer Lash Special at Rstudio Lash Spa**

Does the summer heat have your mascara smudging and running? Rstudio Lash Spa is offering a hot summer lash special! For a limited time, a full set of worry-free lash extensions are just \$150. Call to book your appointment. 100 Quimby St., #3, 908.858.0746. [www.rstudiolashspa.com](http://www.rstudiolashspa.com)

### **Fresh Summer Cuts at Kennedy's Barber Club**

Men... In need of a fresh summer cut? Perhaps a relaxing shave? Stop into Kennedy's All-American Barber Club. Don't forget to ask about their memberships - Sign up as a new member in July and mention this newsletter to receive a free one month upgrade. 226 North Ave. W, 908.233.0360. [Facebook](#)

### **Free Manicure at Glamorous Girlz**

For the month of July Glamorous Girlz will be offering a free manicure with an adult pedicure on Tuesdays and Wednesdays. Glamorous Girlz will be celebrating the Fourth of July by offering a free red color hair streak with any service. 28 Prospect St., 908.264.8819. [Facebook](#)

### **Website Building Summer Promotion from ArtyAnnelien**

For a limited time, Westfield Today readers can get a 10% discount on a website building package: reduced from \$500 to \$450. Arty Annelien will design and build your new website, including a blog, store and galleries where you can display and sell your services or products. They will assist you in getting a domain name and payment accounts and link them to your site, and link your social media accounts, email marketing and email accounts to your website. 102 Elm St., 347.409.2786. [www.artyannelien.com](http://www.artyannelien.com)

### **Fundraising App Now Available in Westfield**

Clients First, Inc. is pleased to announce that the Fundraising App will make its NJ debut this summer in the Westfield area. The Fundraising App is a fantastic coupon book of local deals that is always in your pocket or purse. The App sells for \$30, of which \$15 goes to the local non-profit, team or club that will sell it. Some of the local businesses that have offers on the App include Sweetwater's Steak House, Domino's Pizza, Williams Nursery, The Device Shop, Grilled Cheese Shoppe, Randal's Shoes, Manhattan Bagel and others. If you are interested in learning how your organization can raise money by selling The Fundraising App, click the link. 84 Elm St., 908.232.1200. [www.clientsfirst.com/fundraising/fundraising-app-for-non-profits.html](http://www.clientsfirst.com/fundraising/fundraising-app-for-non-profits.html)



## **Parking Tips to Enhance your Downtown Westfield Experience**

When you visit Downtown Westfield, the DWC and the Town of Westfield want to ensure you have the best experience possible. Parking is most often the beginning and ending of your visit, so it's a good opportunity to remind patrons of the various parking options.

There are five Pay Station Parking Lots for longer term visitors to park up to a 4-hour (maximum) and cost only



\$.50 an hour. This gives you more time to shop at your favorite stores, eat at your favorite restaurants, watch your favorite movie at the theater or pamper yourself at your favorite salon! There is a lot to do in Downtown Westfield so it is always a good idea to pay for a little

more time than you think you are going to need! However, you can also add additional time up to four hours by utilizing the add parking time at any pay station around town regardless of where you initially parked. This is because each parking space in Westfield's parking system has a unique space number. For added convenience, parking lot pay stations take coins, dollar bills, credit cards and smart cards.

Parkers also have convenience of paying by smart phone using the MPay2Park app. With a parking locator on your mobile device, there is no need to worry about cash or credit card availability. Parkers can pay from the comfort of their vehicle, receive text message reminders, and add time from anywhere without having to go back to a pay station.

On-street parking is great for quick errands such as dropping off the dry cleaning or picking up a pizza! On-street meters have a 2-hour maximum and cost \$.75 an hour. If the meter is at 0...push the button on the meter before inserting money and receive 15-minutes of free parking.

If you visit downtown Westfield regularly, parking smart cards is another convenient option. Refillable parking cards for values of \$20 up to \$250 are usable at any on-street meter or pay station and refillable at the pay stations. The parking cards must be initially purchased directly at the Office of Parking Services, 425 East Broad Street, Westfield. Parking cards used at on-street meters to pay for parking can be reinserted in the meter to credit the time unused to the nearest 15 minutes back into the card balance.

Please call the Town of Westfield, Department of Parking Services with any questions at 908-789-4044. They are located in the Police Department at 425 E. Broad Street in Westfield or visit them at [www.westfieldnj.gov](http://www.westfieldnj.gov).

Visit Our Website

[If You Like It, Share It!](#)

*The Downtown Westfield Corporation (DWC) is the management entity of the Special Improvement District. Began as Main Street Westfield in 1993, the organization is run by a staff of three, a volunteer board of directors, and various committees. Downtown Westfield is one of only 32 designated Main Street communities in NJ, and over 1,200 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. [webmaster@westfieldtoday.com](mailto:webmaster@westfieldtoday.com)*

STAY CONNECTED:





Downtown Westfield Corporation, 105 Elm St., Westfield, NJ 07090

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