



The Buzz from Downtown Westfield, NJ "A Classic Town for Modern Families" August 2019

Did you know? Fun fact: The Downtown Westfield Corporation (DWC) has been publishing this newsletter to keep shoppers, diners and residents informed since January 2008!

IN THIS ISSUE: Sweet Sounds Downtown Music Festival Continues, Dog Days of Summer Pet Parade, Grand Openings, Food & Wine, Construction on Elm St., Pizza Run Thanks, Mural Grant, Best Bets



Sweet Sounds Downtown Music Festival Continues Through August 27

Live Music Every Tuesday Night in July & August, 7pm-9pm

Enjoy free music at the 23rd Annual Sweet Sounds Downtown Music Festival while strolling, dining and relaxing at the various outdoor venues around town featuring live musicians. Sponsored by the Downtown Westfield Corporation (DWC), the festival takes

place every Tuesday evening during July and August, from 7pm to 9pm. The final concert is August 27. Rain dates are the following evening, Wednesday, each week. New this year: the festival is now all music, including jazz, rock and country bands!

[Click here for the performance schedule!](#)

Dog Days of Summer Event with Pet Parade & Photo Contest

Sunday, August 11, 10:30am-12pm

Westfield loves pets! Bring your family and pets to Downtown Westfield for the 2nd Annual Dog Days of Summer on Sunday, August 11, 2019 from 10:30am-12pm. This 2nd Sunday event in Downtown Westfield is an exciting time on Quimby Street and will feature:

- Summer Wear Pet Parade
- Wise Dog Rescue

- Union County K-9 Unit
- Woof Gang Bakery and Grooming
- Brassy Buddha Dog Yoga
- Dog pools, treats, tags, cookies & more! [Read on...](#)

Sign up now to be in the Pet Parade! It's free!
[Register now!](#)

A winning prize will be awarded. On-site registration will also be available for the parade.

Enter the Instagram photo contest: In advance of the event, post your dog's photo to #dogdaysofwestfield2019

DOG DAYS OF SUMMER



Grand Openings

Buddha Fish, a high end sushi and tapas restaurant, is now open at 35 Elm St. in the former Mojave Grill location. Their new exterior is finished with a beautiful sign and awning. 908.264.8068.

Evergreen, a new casual cafe serving frozen yogurt, smoothies, salads and wraps, is open at 116 Elm St.

Acting Out!, Brooklyn's Premier Acting School, is open at 439 South Ave. W. (in the Root Building at the corner of Westfield Ave. and South Ave.). Acting Out! offers an extensive performing arts curriculum, from kindergarten to college. The entire staff are professional working actors and musicians. Your child will learn in-depth performing arts technique while having fun. Whether your child just needs to break out of her shell, or prepare for a Broadway audition, Acting Out! knows what it takes. 908.379.8119. www.actingoutonline.com

Neo Aromatherapy is open at 112 Elm St.

Coming Soon:

Bareburger should begin construction soon on their new space at 126 Central Ave., next door to Warby Parker. This upscale burger franchise with a full liquor license offers burgers, salads and sandwiches. Their menu is over one-third vegetarian and plant-based and they work with sustainable farmers and partners. Enjoy everything from a bison burger with blue cheese, bacon, bourbon jam and caramelized onions, to a sweet potato, kale & wild rice patty. www.bareburger.com

Design Hub Home, a lighting, furniture and design company is coming to the corner of Elm & Quimby St. at 22 Elm St. Expanding from their Millburn, NJ store, Design Hub Home offers high quality and value in products and services for both residential and commercial clients. 973.258.0000. www.designhubhome.com

Lions Roar Brewing Co.

Lions Roar Brewing Co. is coming to Westfield! This microbrewery will be located at the circle on South Ave., and offer a variety of European-influenced and American-loved craft beers. Their indoor and outdoor space will offer patrons a casual setting to socialize with fellow neighbors

and beer lovers from Westfield and across the state. They plan to open later in 2019. Follow their social media to keep up with their progress! 517-519 South Ave. W., 908.301.6117.

www.LionsRoarBrewing.com

The Psychic Boutique will open at 27 E. Broad St. 908.301.0101.

Food & Wine

The 30 Best Restaurants in New Jersey 2019 According to New Jersey Monthly

Congrats to Chez Catherine for making this distinguished list, again! "Modern French cooking is alive and agile at Chez Catherine. So are the charm and warmth the late Catherine Alexandrou brought to the restaurant when she founded it in 1979. Owner Stephane Bocket, maître d' Robert Madden and chef Christine Migton are fully in sync. In a comfortable, home-like dining room, where white tablecloths bespeak hospitality rather than hauteur, Bocket and Madden are alert to your needs, but not intrusive. Migton's food, from duck breast with raspberry coulis to Dover sole filleted tableside, is sumptuous and satisfying, light enough to leave room for her classic desserts. Soufflés, worth the \$5 upcharge, may be the gustatory equivalent of sailing in a balloon over the Seine. 431 North Ave. W., 908.654.4011. [Read more...](#), www.chezcatherine.com



Ahrre's Coffee Roastery

The fruit smoothies at Ahrre's are amazing! They use 100% organic fruit concentrates and home-made ice, with no sugar added. Three flavors are available: Mango, Banana-Strawberry and Razz-Berry. Stop by and try one! On weekdays, 3-6pm, the fruit smoothies are only \$3 each. 104 Elm St., 908.232.7977. www.ahrre.com

Tinga Taqueria

Tinga offers a variety of new summer specials, offers outdoor seating in a pet friendly environment, and they deliver! Get 10% off on all catering orders this month. 110 Central Ave., 908.301.0100. www.tingausa.com



Westfield Seafood

Summer is in full swing and Westfield Seafood has started making their popular lobster roll! Enjoy the meat of a whole pound and a quarter fresh Maine lobster on a butter grilled hot dog roll with a touch of mayo. They serve it with a side of fries and coleslaw for \$23.95, a touch of indulgence, but worth it for THE taste of summer. Westfield Seafood should have them available though the month of August, subject to availability each day, so call ahead. 220 South Ave. W., 908.233.3042.

www.westfieldseafood.com

Westfield Station Cafe

This family owned restaurant has the most delicious homemade, meals and a warm atmosphere. Stop in! 339 South Ave. W., 908.232.2869. www.westfieldstationcafe.com



Have you seen the construction taking place next to Addams Tavern? This is in preparation for the arrival of AvalonBay Communities Inc. at the corner of Elm St. & E. Broad St., previously approved by the Zoning Board of Adjustment.



The Weather was Perfect for the Pizza Run

The Downtown Westfield Corporation (DWC) would like to thank the runners and sponsors of this year's 18th Annual Downtown Westfield 5K & Pizza Extravaganza. We congratulate winner Alexander Livernois of Scotch Plains who finished at 16:05.82. A special thank you to our generous sponsors: Trinitas Regional Medical Center, Horizon Blue Cross Blue Shield of New Jersey, Stop & Shop, Atlantic Medical

Group, Lord & Taylor, Overlook Medical Center, UBS... [Read more.](#) For race results, [click here.](#)

Downtown Westfield Corporation Awarded Grant from Main Street New Jersey Program

Downtown Westfield Corporation (DWC) recently received a Transformation Grant from the Main Street New Jersey (MSNJ) Program and will use the \$20,000 grant award to partially fund a mural at the South Avenue circle underpass.



"Downtown business districts play such an important role in the economic and social health of our communities, which is why Governor Murphy and I have invested significant resources in the Main Street New Jersey Program," said Lt. Governor Sheila Y. Oliver, who serves as the New Jersey Department of Community Affairs (DCA) Commissioner.

The Westfield mural will represent the work of Ricardo Roig, local artist and creator of images of Westfield. It is designed to connect the South side and North side separated by the train and be a platform for additional public art in the future.

[Read more...](#)

Best Bets



Beauty & Health:

Bluemercury

Bluemercury Westfield is now carrying Chantecaille, a luxury botanical skincare and makeup brand built on the powerful effects of plant-based formulas. Stop by on September 12, 13, 14, and 15 for makeovers and facials with purchase from 10am until 7pm. There will be a personal appearance by the Chantecaille family! Reserve your spot today. 82 Elm St., 908.233.1100.

www.bluemercury.com

Kennedy's Barber Club

This is one hot summer! Be sure to drink plenty of water, use sunblock and wear a hat. Come to Kennedy's for their Signature Deep Conditioning and Sub-Zero Skin Treatment... all done in 2 minutes! Headed back to school soon? Be sure to stop into Kennedy's for a fresh cut to start the year out right. In August college students get 10% off! Just bring your ID. Kids under 18 are just \$30. Sign up for their client favorite Pursuit of Happiness membership for the best deal in town. Get unlimited haircuts for fathers & sons + 1 straight-razor shave for dad. All for \$110! They have other memberships and options to fit your needs too. At Kennedy's, you'll always enjoy a great, friendly experience leaving you clean and confident. 226 North Ave. W., 908.233.0360.

www.kennedysbarberclubnj.com

Facial Reality Spa & Salon

Sun care sale: Buy any Eminence Organic Skin Care sun care product and get the second at 25% off. Shield yourself from harmful UV rays with SPF sunscreen protection, defending the skin from the visible signs of premature aging. There's still lots of summer left, so stock up now!

Sunscreens, moisturizers, lip balms, and sun defense minerals. Offer valid through August 31. 221 Lenox Ave., 908.928.0010. www.facialrealityspa.com

Glamorous Girlz

For the month of August, Glamorous Girlz will be offering free fairy hair with any haircut service. Gift certificates available. 28 Prospect St., 908.264.8819. www.glamorousgirlzsalon.com

Entertainment:

New Jersey Festival Orchestra

NJ Festival Orchestra has announced a dynamic new season of classics, pops and special events for Westfield and beyond. Tickets to all concerts, starting at \$30 (students \$15), are now on sale. Special discount packages offering savings of up to 20% are also available. 224 E. Broad St., 908.232.9400. www.njfestivalorchestra.org



Home, Design & Art:

Ella Allure Interior Design Center

This month the Ella Allure sisters were invited to a special launch of new fabric collections that they are now carrying in their Downtown Westfield location. Stop in to see the new Wallcoverings and Fabrics available to the trade and public. 220 E. Broad

St., 908.654.3527. www.EllaAllure.com

The Farmhouse Store

The Farmhouse Store is delighted to be presenting framed sea glass art created by their friend Charlotte in New Hampshire. Each one-of-a-kind piece depicts a bird couple or bird family, many in seaside settings. Shore loving customers have been snatching them up for the last few months, and they have quickly become a Farmhouse favorite. Stop in to see them all and pick the piece that best fits your nest! 221 E. Broad St., 908.654.0444.

www.facebook.com/thefarmhousestore

Galeria West

Artists on Display at Galeria West this month include Margarita Somnolet (Acrylics on Canvas), Magno Laracuenta (Birds and Flowers), and Stan Adard (Jazz Dreams and Camouflage) from the Breathing Art Series. 111 Quimby St., 909.301.9217.

Kids:

Just Bead Yourself

It's not too late to sign up for summer bead camp at Just Bead Yourself! Bring a friend and get a free beading supply kit to continue your jewelry making skills at home. Just mention "DWC". Plus, Just Bead Yourself is proud to announce its new Butterbean's Cafe event -- Create a Butterbean's Cafe themed necklace, and just like the "Bean Team", become a baker and decorate your own cookies during a tea party! Bring a friend and get \$5 off.

113 Central Ave., 908.232.3411. www.justbeadyourself.com



Gap

Ready for Back to School? Start your fall shopping now with a visit to the Gap. They have new merchandise for your new wardrobe, and their Friends & Family Event is Friday, August 9 - Wednesday, August 14 with 40% off everything!! 207 E. Broad St., 908.654.8260. www.gap.com

Professional Services:

Brunner Opticians

Back to School tip: Help your child have a successful school year by scheduling a comprehensive eye exam. 80% of learning is visual, signs of vision problems excessive squinting, shaky eyes, tilting head. Have your child's eyes examined starting around age three. A yearly exam is important to safeguard your child's eye health, academic performance & over all development. Dr. Carotenuto, the Therapeutic Optometrist at Brunner, is available for your child's eye exam. 100 E. Broad St., 908.232.8182. www.brunneropticians.net

Greater Westfield Area Chamber of Commerce

Join the GWACC for a summer evening of networking with Professional Women In Business over wine and cheese on Wednesday, August 21 from 6-8pm at the Echo Lake Country Club, located at 515 Springfield Ave., Westfield, NJ. \$25 Members, \$30 Non-Members, \$35 Walk Ins. Register early for an opportunity to win a gift basket and don't forget your business cards. 908.233.3021. www.gwaccnj.com/events/professional-womens-evening

GWACC is also hosting a Young Professional Alliance networking event on August 22 from 6-8pm at 16 Prospect in Westfield, NJ. This is a free event and is open to all young professionals between the ages of 21 - 39. You do not need to be a member to attend. Networking will take place over some snacks and cash bar. RSVP at www.gwaccnj.com/young-professionals-alliance

The 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 40 coordinating Main Street communities in NJ, and over 1,600 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. www.westfieldtoday.com

STAY CONNECTED:



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