



In This Issue: New Construction, Grand Openings, An update from DWC, Girls' Day & Night Out, Upcoming Events, Food & Wine, Westfield Voted Best Downtown, Shopping Best Bets, Fitness Corner, Kiosk Relocated



New Construction Brings Luxury Rental Apartments to Downtown Westfield

There are three new and exciting building projects currently under construction in Downtown Westfield that promise to bring new rental options and foot traffic to our

downtown commercial district. All of these buildings are transit friendly, conveniently located within easy walking distance to the train and bus stations, and offer great appeal for a wide variety of renters -- including young professionals, empty nesters, and single parents who want to remain in the area. In addition, all three properties represent significant investments in our future, are modern and architecturally appealing, and blend into the downtown character. They represent improvements to currently underutilized properties located at highly visible locations within our downtown area. They will provide easy access to the goods, services and entertainment that Downtown Westfield provides as well as parking.

333 Central - Pictured above, a 70-unit, four-story luxury rental building will be opening soon at Central and South Avenues. With easy access to Westfield's train station, this transit-oriented multi-family structure is sure to attract professionals and local empty-nesters looking to downsize. With a completion date set for spring 2017, this 126,340 square foot property will feature 70 luxury one and two-bedroom rental apartments with enclosed parking, a lounge with a wet bar, a gym, yoga room, and two rooftop lounges. Apartments will have 9-foot ceilings, hardwood floors and stainless steel appliances. Some apartments will also have a den and/or a private terrace. The building is pet friendly. For more information, visit www.333CentralAve.com

411 North - Work has begun at 411 North Ave. W. to construct a new mixed-use residential and retail building. Previously home to The Office Beer Bar & Grill and before that the popular Jolly Trolley for more than 40 years, the new building is next to the Westfield Fire



under the structure will be included. Stay tuned for details.

Department and the North Ave. train station. It will have 25,810 total square feet, consisting of 1,200 square feet dedicated to retail and personal services on the first floor, and 20 luxury one- and two-bedroom apartments occupying the second and third floors. Thirty-three ground-level parking spaces



W. Broad & Rahway - The Parker, a three story, 31-unit apartment complex at the corner of West Broad Street and Rahway Avenue is expected to begin shortly. Construction fencing has gone up and demolition of the existing structures should begin soon. The new building will replace the Westfield Auto Wash and the adjacent two buildings facing Rahway Avenue. Designed by Potter Architects, LLC, "The Parker" will be transit-oriented and include 18 one-

bedroom units, 12 two-bedroom units and one three-bedroom unit, all with ground floor parking. Five of the rentals will be designated as affordable housing units. Property owner Jeffrey Zorain who conceived of the plan and recently sold it to a development company, commented "I'm thrilled. It's a beautiful building, and it's something I'm really proud of. I owned the car wash for 34 years and the buildings next door and I've always tried to keep it clean and be an asset to the town. I have the best customers in the world, and the Town's been great. I thought this would be a win-win." Stay tuned for more information as it becomes available.

An Update About Downtown from the Downtown Westfield Corporation (DWC)

Written by Sherry Cronin, Executive Director, Downtown Westfield Corporation

There has been much focus on the state of Downtown Westfield this year especially as retail continues to go through incredible change. With the convenience and ease of online shopping and the choice of how consumers can spend, many of our own residents may not shop the same way they did in the past. Yet, we all want a strong and vibrant downtown and want to see every storefront filled.



Westfield is not alone. As retail continues to contract, restaurants and personal service types of businesses are growing. Many downtowns and shopping destinations are experiencing similar issues. There are many factors locally to nationally which are influencing the pace of change we are experiencing. Every day, there is a new headline about store closings and the state of retail on the decline. As demographics shift, more millennials will emerge onto the marketplace and additional change is inevitable. Today's retailers often do not need or want large square foot locations which is prevalent in some Downtown Westfield vacancies requiring some difficult and costly decisions on behalf of tenants and property owners.

[Read more...](#)

Grand Openings



Downtown BBQ is open at 301 South Ave. W. Downtown BBQ's signature rub and open-flame grill bring out the unique flavors in their meat. Starting with Grade A Prime Angus beef, Chicken and Ribs, they apply a signature rub and allow the flavors to permeate the meat for at least 48 hours before grilling their steaks, chicken, ribs and burgers on an open-flame grill. 908.264.8252.

www.downtownbbq.net

Coming Soon:

Blende Custom Beauty is opening soon at 106 Elm St. after completing a beautiful restoration. Celebrity makeup artist Keira Karlin has worked on TV shows including Law and Order SVU, The Blacklist, The Affair, Blue Bloods and SNL. Keira brings her talents to her new shop in the heart of Downtown Westfield. Blende specializes in custom blended makeup and lip bar, microblading and brow sculpting, private and group lessons, weddings and events.

www.facebook.com/BlendeBeauty

DIRT, a clean culture beauty bar, is opening at 519 South Ave. W. (former location of Allstate). Their goal is to promote and provide cleaner safer beauty in an eco friendly/toxic free beauty shop. They will offer manicures, pedicures, eyebrow and eyelash services, facial waxing, makeup applications and more. dirtatwestfield@gmail.com

Madeline Moss, providing classical and contemporary home furnishing and decorating accents to individuals and designers, is returning to Westfield in a larger space at 264 E. Broad St. (formerly Thinka Dinka). Stay tuned for details! www.madelinemoss.com

Morano Gelato is planning to open at 116 Elm St., across from Addams Tavern. Morano Gelato serves fresh gelato, sorbet, and granita, plus espresso and Italian hot chocolate.

www.moranogelato.com

Nails Spa & Beyond is opening this summer at 125 Elm Street (next to Addams Tavern). This experienced operator is expanding to Westfield for its fourth location.

www.nailspaandbeyond.com

Hand Picked, featuring urban wear and Supreme clothing, is coming to 107 Prospect St. (across from Bovella's). www.handpickednj.com

Westfield Creamery is coming to 258 E. Broad St. (near the Rialto), featuring Emack & Bolio's ice cream, chocolates and smoothies. Emack & Bolio is a Boston based ice cream brand created by a music lawyer in the 70's as a hang-out place for rock 'n roll legends.

A new restaurant offering sandwiches, wraps and salads, will be opening soon in the former location of Subway (311 South Ave. W.). Stay tuned for details.



Girl's Day & Night Out is Coming May 11

Ladies, it's time to shop! Girls' Night Out Returns to Westfield May 11, 2017 as a Day & Night Event! Typically an evening event, ladies can now enjoy the festivities all day for shopping and refreshments AND into the evening until 9pm. And the Town of Westfield is offering FREE parking all day & night! So, come out to shop for Mother's Day gifts, discover unique shops, pamper yourself with promotions & special events, and relax with complimentary refreshments as you stroll among the retailers in Downtown Westfield. Be

one of the first 1,500 lucky ladies to register and receive a complimentary gift from Downtown Westfield Corporation (a secret until arrival)! Rain or shine. Bag sponsors include Athleta and Keller-Williams Realty. A brochure of participating businesses along with their promotions for the evening will be published soon on www.westfieldtoday.com.

[Register Now!](#)

More Upcoming Events in April

Shop Smart, Do Good Charity Event at Lord & Taylor
Saturday, Apr 1, All day

Mother's Day Silhouette Day at Juxtapose Gallery
Monday, Apr 3, 10am - 3pm

Free Talk: Learning to Love (Again) at Open Door Therapy in Westfield
Monday, Apr 10, 7 - 8:30pm

Greta's Run is set for April 23 in Westfield
Sunday, Apr 23, 11am - 1pm

[Click for details on all these events...](#)

Mark your calendars -- Events in May

Spring Fling Street Fair Brings Family Fun to Westfield
Sun. May 7, 10am - 5pm

Celebrate Mother's Day with A Tour of Notable Homes
Sat. May 13, 10am - 3pm

[Click for details about these May events...](#)



Food & Wine

Chez Catherine Renovation Nearing Completion
After 38 years, Chez Catherine, a Westfield



Day NY with Roseanna Scotto and Greg Kelly. Kudos to owners George and Vasilia Vastardis! 235 North Ave. W., 908.233.0052.

[View the segment here...](#)

institution, is undergoing a complete renovation. In addition to the dining rooms, many improvements including a new heating and air conditioning system will provide a more comfortable and quieter experience year round. 431 North Ave. W., 908.654.4011. [Read more...](#)

Limani on Fox 5 Good Day New York

Lots of good things are happening for Limani! In addition to a recent expansion and a great NYTimes review, Limani Seafood Grill was featured on live tv channel 5 on March 23, 2017, in a segment of Good

Craft Beer Happy Hour at Roosterspin

Roosterspin & NosVino present a Craft Beer Happy Hour with New Belgium Brewing, Thursday, April 13 from 6pm-9pm at Roosterspin, 251 North Ave., Westfield NJ. The famous craft brewery behind Fat Tire Ale comes to Westfield and will be served alongside Roosterspin's famous double-fried wings and appetizers. Enjoy craft beer flights, delicious wings, karaoke, and merchandise giveaways. For tickets and more information, visit www.nosvino.com.

Chocolate Bunnies at The Chocolate Bar

The Chocolate Bar is making fresh bunnies for Easter in a variety of sizes in milk, white and dark chocolate! All chocolates and gelato are made daily in the store by owner Neil Grote, a Westfield native who has been a chocolatier for 26 years. Plus, hop in and check out his new gelato flavors. 112 Quimby St., 908.389.9000. [Facebook](#)

Catering, Delivery & Private Parties:

Casa Di Pizza Caters

Casa Di Pizza is a multi-faceted restaurant specializing in pizza and salads, of course, but also delicious catering services. They are fully equipped to handle any size party and customize the menu based on the needs of the host and attendees. Their [catering menu](#) offers a wide variety of specialties and fan favorites. Keep Casa Di Pizza in mind for graduation parties as well as any other catering needs. 50 Elm St., 908.654.3232. www.casadipizzawestfield.com

Private Lounge at Ono Bowls

Ono Bowls Juice, Smoothie and Bowl Bar is a great place to host your birthday party, Scout meetings, after sports gatherings and businesses meetings/luncheons. They have a beautiful, trendy lounge in the back that can be reserved for total privacy. 107 Quimby St., 908.588.2087. www.onobowls.net

The Salad House Delivers

With fresh produce delivered daily, The Salad House crafts personalized salads, wraps, sandwiches, and/or flat bread pizzas to order. For kids, they have grilled cheese, pigs in a blanket, chicken fingers, fries and pizza. They will deliver within 4 miles and offer curbside service. Just order/pay online and they will run it out to your car. They also have catering options for your next party. 113 Quimby St., 908.233.2467. www.thesaladhouse.com

Sweet Waters Steak House Will Host Your Next Party

Sweet Waters is a great place for private parties and celebrations. From small groups of 20 in their private dining room to large groups of 60 persons taking over the whole restaurant, they can accommodate all parties. For communions, baptisms, rehearsal dinners, and business functions in need of audio visual equipment, the Sweetwaters team is open to anything. They also serve a great Sunday brunch! 43 Elm St., 908.283.9402. www.sweetwatersnj.com

Westfield was Voted the Best Downtown Shopping Destination by MyCentralJersey.com

Out of all of the busy Main Streets throughout the Garden State, Gannett New Jersey voted Westfield - our upscale Union County town that offers Old World-charm and modern sophistication - as the best destination for shopping.

"Westfield is beautiful, with its old buildings, great restaurants and fantastic stores" said Ed Menapace, owner of the Farmhouse Store, which sells furniture, home décor and gifts. "There are only a handful of thriving downtowns like Westfield in New Jersey."



[Read the full article here.](#)



Shopping Best Bets

SOLE Shoes

Cool and fashionable new sneakers are all the rage and SOLE has some beautiful new options. Slip on and lace up styles with metallic tips or in patent leather, these handcrafted leather sneakers from Blackstone Shoes are comfortable AND pretty to wear. Ready for work or play, and always making a statement, this new collection for men and women is just in at SOLE. Stop in for a pair! 201 E. Broad St., 908.654.7800. [Facebook](#)

Blue Jasmine Floral Design & Boutique

Blue Jasmine is celebrating 3 YEARS of bringing beautiful flowers, jewelry and gifts to downtown Westfield. Come celebrate the boutique's 3rd Anniversary on April 15 when Blue Jasmine will be offering storewide sales and bouquet raffles all weekend. 22 Elm St., 908.232.2393.

www.bluejasminedesign.com

Castle Bootery

Get \$5 off every pair of children's sneakers, shoes or sandals purchased now through May 31, 2017. 52 Elm St., 908.233.7172. [Facebook](#)

Johari Bra & Swimwear

With Spring breaks approaching, mention this Downtown Westfield newsletter and receive 20% off your full price swimwear and cover up purchase! 112 Central Ave., 908.228.2779. [Facebook](#)

Evalyn Dunn Gallery

Evalyn Dunn is a must stop for Mother's Day and Graduation gifts. Just arrived in their jewelry department are collections from France, Israel and the US. All jewelry is handmade, and there are also many other gift ideas to choose from. 549 South Ave. W., 908.232.0412.

www.evalyndunngallery.com

Learning Express

Fidget Spinners are in stock at Learning Express! Available in assorted styles and colors, these popular spinners are great stress relievers in the office and the latest craze for kids. Ages 6+, \$19.99. 104 Quimby St., 908.233.1381. www.learningexpress.com

Time Warp

Nothing to wear? Let Time Warp help with unique vintage and designer clothing including spring and summer apparel and accessories at 20-50% off. They also have a fabulous selection of costume and fine jewelry at 30% off. If you haven't yet visited this shop, stop in to browse the interesting furniture, lighting, decorative items and artwork. 407 South Ave. W., 908.232.2848. www.timewarpshoppe.com

Personal Services:

Jersey Boutique Spa

Lay-down manicures and pedicures are now being featured at Jersey Boutique Spa with DeDee. Enjoy some peace, quiet and a nap while getting your spa manicure or pedicure. These are not your basic mani/pedi, but include callous removal, hot stones and heated bed. 331 West Broad St., 973.634.1077. www.jerseyboutiquespa.com

R Studio Lash Spa

April is here and it's the 4 year anniversary of R Studio Lash Spa. Celebrate by taking advantage of their new Lash Lift and Tint Promo for \$99 all month long. They are also offering a Full Mink Classic/Volume mix set for \$250. All services are by appointments only, so call today. 100 Quimby St., 908.858.0746. www.rstudiolashspa.com

Glamorous Girlz

For the month of April, Glamorous Girlz will be offering on Tuesdays and Wednesdays a free manicure with a haircut. Mother's Day gift certificates are available too. 28 Prospect St., 908.264.8819.

Roman Tailoring

Prom season is coming soon and Sue is busy sewing and will provide custom tailoring. Roman Tailoring has relocated to the second floor in Arcanum Hall and in addition to special occasion attire specializes in denim jeans original hems. 102 Elm St., 2nd floor, 908.654.1658. suedogan@hotmail.com

Professional Services:

Round Table Wealth Management

Round Table Wealth Management moved its corporate headquarters from Lenox Avenue into their new spacious location at 241 North Ave. W. The move allows Round Table to better serve their expanding client base with new conference areas, an open floor plan and a greater sense of collaboration. Their new location offers a separate seminar room for hosting large meetings and training sessions. The RTWM staff have been eager to show off the new office to clients and contacts. They remain residents of downtown Westfield and look forward to continuing to support the community. 241 North Ave. W., 3rd floor, 908.789.7310. www.roundtablewealth.com

Fitness Corner

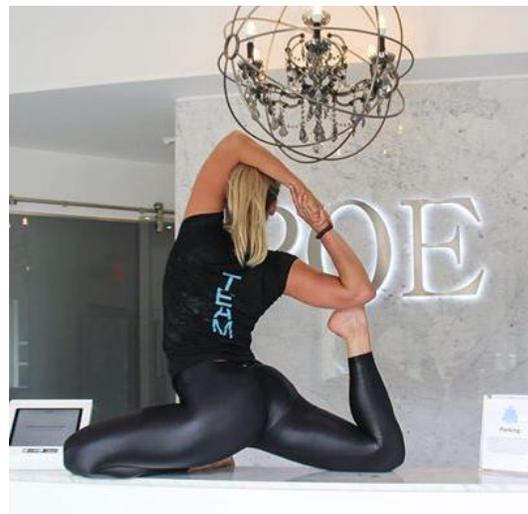
POE Yoga

POE is introducing a new Student Monthly Unlimited Membership for \$100/month! It is available to students aged 13-23 and a valid student ID is required.

Limited quantities are available and will be offered on a first come first serve basis. Email concierge@poeyoga.com or ask their front desk staff. 128 Elm St., 908.264.7995. www.poeyoga.com

Club Pilates

Club Pilates Westfield is excited to announce upcoming dates for their Teacher Training Program -- Earn a living teaching what you love! The program provides a challenging yet nurturing environment for dedicated Pilates practitioners who wish to become Pilates Trainers. Graduates are trained in detailed applications of the Pilates Method of exercise and are chosen for teaching opportunities based on their knowledge and ability to adapt the Pilates exercises to clients of all levels. Dates are: May 6, 7, 13 & 14, June 3, 4, 10, 11, 24 & 25, July 8 & 9. Ready to learn more? Contact westfield@clubpilates.com or stop in or call. 225 E. Broad St., 908.233.0950.

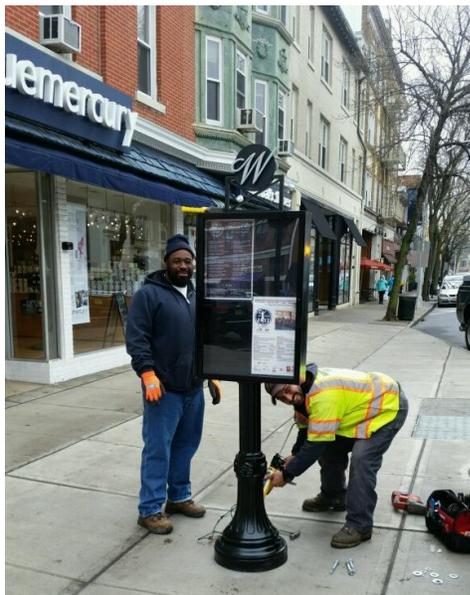


The Bar Method

The Bar Method of Westfield celebrated their 3rd anniversary on March 15th! Take advantage of their New Client Special (one month unlimited) for \$89 and a Student Special (high school/college students) for only \$75! The studio offers classes 7 days a week, including early mornings and evenings. On-site childcare is also available for many class times. 105 Elm St., 2nd fl, 908.232.0746. www.westfield.barmethod.com

Raritan Valley Gyrotonic

Looking for something new in fitness? April showers brings a special single private 1 hour Gyrotonic session for \$48 (regularly \$80). Limited 1 per person, good through the Month of April 2017. The GYROTONIC EXPANSION SYSTEM® is a unique movement method and intelligent intuitive approach to fitness. Some of the benefits include a healthier, more supple spine, increased range of motion, greater joint stability, improved ability and athletic performance and deeper internal strength. Raritan Valley Gyrotonic offers personalized sessions that are adapted to fit the needs of all ages, and abilities, from baby boomers, those recovering from injury, to highly skilled athletes. Schedule your session today! 111 Quimby St., Suite 9, 908.288.7551. info@rvgyrotonic.com



Downtown Kiosk Relocated and Refurbished Thanks to DPW

The DWC kiosk was recently relocated and refurbished thanks to the efforts of Department of Public Works employees. Overseen by Downtown Business District Supervisor, Craig Gibson, the kiosk was repainted and new plexiglass was inserted in the doors. Special thanks to Craig Gibson, Rock Stewart, Omar Lucas (pictured on the left) and Vinny Brodo (pictured on the right) for all their hard work. The kiosk, maintained by Downtown Westfield Corporation, will continue to include information about downtown and upcoming events and is a great resource for visitors.

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. www.westfieldtoday.com

STAY CONNECTED:



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

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