

Planning & Real Estate Consultants

Memorandum

To: Township of Long Hill Planning Board

From: Elizabeth Leheny, PP, AICP

Date: December 28, 2020

Re: Recommendations for Planning Board Consideration Regarding the Architecture of the Proposed Mixed-Use Inclusionary Project at 50 Division Avenue, Application # 19-13

Based on review of the proposed project, presentation by the Applicant (i.e., Prism), and feedback received from the Board and Township residents, we recommend that the Board consider the following in its deliberations regarding the proposed mixed-use inclusionary project at 50 Division Avenue. These are recommendations only and intended to aid the Board in its final review of the project's architecture. The Board could request the developer to incorporate some, all, or none of the recommendations.

Measures to Provide for a More Varied Roofline

We recommend the Board consider the following measures to break up the massing of the buildings and provide for a more varied, interesting roofline:

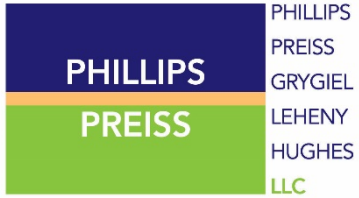
- **Widen the center gables.** The center cross-gables in the roof are very narrow in relation to the width of the whole building. These center cross-gables should be wider. The narrowness of the central bays & cross gables draws the eye up and emphasizes the building height. In addition, the center cross-gables' eaves stop above the eaveline of the main roof mass; instead, the cross-gable eaves should extend down into and beyond the main eaveline.
- **Add dormers and eave projections.** The developer could add false dormer windows, perhaps one in the center of each side-bay on the front & rear elevations, and deepen all the eave projections.

Measures to Break-Up the Facades

We recommend that the Board consider the following measures by which Prism could add more variation to break up the facades and make the buildings feel less bulky:

- **Incorporate architectural façade elements.** Adding Juliet (shallow projecting) balconies, box or bay windows, and variations in cladding on floors two and/or three. For example, a box bay on the third floor, clad in white siding, would make a nice contrast to the blue siding.
- **Deepen the eaves.** The buildings could have deeper projecting eaves at the bottom of the long pitched roof planes, to create deeper shadow lines on the facade. This helps add visual interest which in turn make the building seem less massive.

Building Materials, Colors and Textures



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We recommend that the Board consider the following measures with regard to providing differentiation in the materials, colors and textures of the facades:

- **Materials.** The buildings should use Hardiplank or other fiber cement siding instead of vinyl siding.
- **Variation in Color and Textures.** The buildings could utilize different colors and textures on the facades through use of different cladding.