

Downtown Westfield Corporation Continues To Be A Leader in Revitalization, Improvements

The nationally recognized Downtown Westfield Corporation (DWC) is the management entity of the Westfield special improvement district.

The DWC is dedicated to promoting downtown Westfield as a preferred shopping and entertainment destination serving local residents and

attracting new customers from throughout the region.

Executive Director Michael La Place stated that the DWC is committed to strengthening the downtown special improvement district, the economic engine of Westfield, as the center of community life and a source of pride for all.

This includes the goal of improving the district's economic viability by supporting existing businesses and encouraging new enterprises that will add to the mix and complement existing stores and services.

Major goals of the DWC include making Downtown Westfield a safer, cleaner and more attractive pedestrian environment, increasing the capacity of off-street parking for shoppers, downtown employees and commuters, and to encourage the historic preservation and restoration of downtown buildings and open spaces.

The Year 2000 DWC program will continue the past year's successful format, with activities and initiatives

in the areas of urban design, economic development and promotions.

The DWC has contracted with the Westfield Area Chamber of Commerce to manage and implement the corporation's year-long schedule of events and the regional marketing program.

Design and economic development projects under way or in the planning stages include the new parking facilities, streetscape enhancements such as ornamental lighting, benches, new sidewalks and other amenities and the continuation of the successful facade improvement incentive grants.

Building on the recent success of the DWC and the booming downtown business district, Mr. La Place stated that 2000 will be the most exciting year yet for Downtown Westfield.

Citizens interested in joining one of the DWC volunteer committees are encouraged to call (908) 789-9444, or visit the corporation's office at 105 Elm Street in the Fleet Bank building, second floor.



A PAGE OUT OF HOLIDAY HISTORY...Members of the Yuletide Carolers entertained shoppers on December 4 as part of the Downtown Westfield Corporation-sponsored event, "Welcome Home to Westfield."



HOW SWEET IT IS...The Sweet Sounds Downtown Festival, sponsored by the Downtown Westfield Corporation last July, included different musical flavors and bands.

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Gold Star Streets

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service, he went to the Navy Yard at Bensonhurst, Long Island.

Following training at the Boston School of Technology, Lieutenant Saunders lost his life while assisting in a hydroplane test over Pensacola Bay, Fla.

Sergeant Henry Carrington Stevens was 20-years-old, a six-year resident of Westfield and graduate of the Class of 1917 of Westfield High School. A member of St. Paul's Episcopal Church, Sergeant Stevens was placed in Ambulance Company 33, 4th Division, U.S. Army.

He was struck by a shell on October 10, 1918, and died soon afterwards. Benson Place was named in honor of the Lieutenant.

Tice Place bears the name of a lifelong resident of Westfield, Corporal Raymond Smith Tice, who lived at 519 Highland Avenue. A member of Company K, Second Regiment, National Guard New Jersey, he trained at Fort Dix and Camp McClellan. He was assigned to Company H, 113th Infantry, 29th Division, U.S. Army.

In France, Corporal Tice was gassed and suffered from shell shock nine weeks prior to his death from pneumonia.

Private Martin Wallberg was born in Sweden, but made his home at 1024 South Avenue. A member of the First Baptist Church, he served in the Boys' Brigade. When he was 17, he joined Company D, 16th Platoon, 8th Battalion, Canadian Expeditionary Forces and left for France.

On November 10, 1917, Private Wallberg, just 19-years-old, was the first of Westfield's Supreme Honor Men to lay down his life in the line of duty. Wallberg Avenue was named in his honor.

Prior to honoring the Supreme Honor Men by the 1923 construction of the granite shaft crowned with a bronze statue which stands at the junction of North Avenue and Broad Street, the Westfield Town Council approved the naming of designated town streets in their memory.

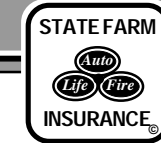
A general ordinance was passed on December 27, 1920, to "change the names of certain streets or sections of streets of the Town of Westfield, and to rename them in honor of soldiers of the World War."

For some unknown reason, the names of Private Cauefield and Private Reese were omitted from that original ordinance despite the fact that their names were inscribed on the World War I monument.

The oversight was rectified in 1994 thanks to the efforts of Westfield Historical Society President Ralph A. Jones. Mr. Jones also deserves credit for seeing to it that the gold stars have been restored to the appropriate signs by the township.

The stars serve as a constant reminder that the street names they adorn are no ordinary thoroughfares for they are named after extraordinary men.

BE A GOOD NEIGHBOR



Let's all join together and make the designated driver concept work in our community. There are too many lives at stake for us not to succeed.



Christine Cosenza, Agent
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