

# Westfield Looks to Slow Traffic Through Traffic Calming Methods

By PAUL J. PEYTON  
Specially Written for The Westfield Leader and The Times

WESTFIELD — A study commissioned by the town concerning ways to make East Broad Street safer for pedestrians and motorists alike recommends a number of traffic calming initiatives to help slow traffic.

The improvements, as recommended by The RBA Group of Morristown, an engineering, architectural and planning firm, range between \$316,764 and \$694,044.

East Broad Street, a main east-west artery in town, has seen two pedestrian fatalities in the past three years. "East Broad Street is about 50 feet

wide and straight. While these physical attributes create good vehicular access that contributes to the town's desirability, it also enables traffic to travel at speeds higher than those posted in the predominately residential areas, which raises safety issues," according to the introduction statement in the RBA report, a copy of which was obtained by *The Westfield Leader* and *The Times of Scotch Plains-Fanwood*.

mailbox placed on the end of the sidewalk at the beginning of a crosswalk and one crosswalk opposite Mindowskin Park where there is no connection from the crosswalk to the sidewalk. Excessive signage and a missing crosswalk were also mentioned in the 24-page report.

The town reduced the speed limit on the thoroughfare from 35 to 25 miles per hour just after Fairview Cemetery and through the downtown area.

In addition, the Westfield Police Department conducted a speed reduction program in town this past spring.

Curbside extensions are part of the plan for the intersections of St. Paul and Park Streets, at all four corners of South Euclid Avenue and East Broad Street, and at the northeastern corner of Harrison Avenue, where a new crosswalk is also recommended.

"This new enhanced crossing might encourage some of the patrons of the professional uses to abandon the current practice of crossing mid-block between parked vehicles," the report states.

Cobblestone strips are recommended as rumble strips along the corridor. This type of rumble strips are recommended at the intersection of Chestnut and Broad Streets, at Stanley Oval, South Euclid Avenue and another one just west of St. Paul Street.

RBA believes colored on-street parking areas between Park Avenue west to Stanley Avenue, a strip of Broad Street checkered with professional offices, would help slow traffic by giving the impression the travel lane is narrower.

Raised median is the concept proposed at the intersection of Elmer and East Broad Streets, thereby giving "a visual gateway treatment at the beginning of the commercial core of Westfield."

The distance across the thoroughfare from Bradson Court should be reduced on both sides of the road to reduce distance across the street from 80 to 60 feet, the consultant recommends. Also RBA says East Broad from North Chestnut Street to Linden Avenue should be narrowed and on-street parking in this vicinity eliminated.

The traffic calming study has been assigned to the Transportation, Parking and Traffic Committee, Committee Chairman, Third Ward Councilman Neil F. Sullivan, reported to the council last week that the committee is reviewing the report and will discuss at a future meeting.

In addition to the RBA report, the County of Union is looking at putting in traffic signals at Chestnut and Broad Streets, a move that is opposed by members of the surrounding neighborhood.

Acting Town Administrator Jim Gildea said the county is reluctant to take any action along the thoroughfare, a county road, without the town's approval. The county began work Monday to redesign the intersection of Broad Street and Springfield Avenue after the town signed off on the project.

Mr. Gildea indicated that the RBA report will be on the Town Council's first conference meeting agenda in September scheduled for Tuesday, September 4, at which time the town will decide how it should proceed with the recommendations in the report.



David B. Corbin for The Westfield Leader and The Times  
**A REAL BATTLE...** Pedestrians must battle their way through impatient drivers on East Broad Street in hope to reach the other side unscathed. The entire stretch of East Broad Street presents quite a challenge to pedestrians.

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## Westfield Recreation Events

The Westfield Recreation Department has announced a number of upcoming events.

**Somerset Patriots Baseball Game, Sunday, September 16.**  
The Patriots will play Lehigh Valley at 2:05 p.m. The bus will leave at 12:15 p.m. Tickets are \$20 each.

**Historic Renault Winery and Smithville Tour, Friday, October 26.**

This trip to the historic Renault Winery includes a guided tour, wine tasting and a lunch with a menu complementing the ever-so popular "October Fest" theme.

The day will also include a stop in Smithville where there will be quaint shops full of unique gifts, antiques, and crafts. The bus will depart at 9:15 a.m. The price is \$50 per person.

**Ellis Island trip, Sunday, November 11.**

This trip includes round-trip transportation, ferry and escorted tour to Ellis Island with a view of the Statue of Liberty, and a complete sit-down luncheon. Reserve a spot today.

**Summer Ticket Program**  
The Recreation Department has discount tickets to most major theme parks. Call the Recreation Office for details.

**Upcoming Programs**  
Look for the Fall Program schedule which will include: Dancercise, arts and crafts, yoga, bowling, an instrument workshop, and a new group fitness class.

For any information regarding the above programs, please contact the Recreation Department at (908) 789-4080.



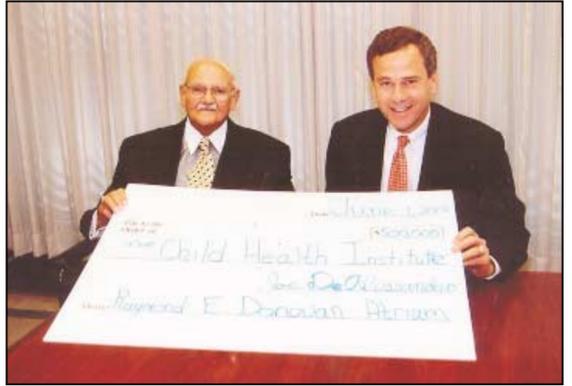
## Recycling Schedule Correction Noted

SCOTCH PLAINS — The Township Spring/Summer Newsletter for 2001 contained an error in the Recycling Schedule. Pickups for the north side and the south side are as follows:

**North side:** August 21, September 4 and 18, October 2, 16 and 30, November 13 and 27.

**South side:** August 22, September 5 and 19, October 3, 17 and 31, November 14 and 28.

See it all on the Web!  
[www.goleader.com](http://www.goleader.com)



**HELPING KIDS...** Joseph DeAlessandro, left, of Westfield presents a check for \$500,000 to Dr. Harold L. Paz, Dean of UMDNJ-Robert Wood Johnson Medical School. The gift will be used to name the atrium of the Child Health Institute of New Jersey in honor of Mr. DeAlessandro's long-time friend, Raymond E. Donovan.

# Westfield Donates \$500,000 To Child Health Institute

WESTFIELD — Joseph DeAlessandro of Westfield remembers how much his friend Raymond E. Donovan loved children. So when the opportunity arose to pay tribute to this special friendship, Mr. DeAlessandro made a \$500,000 gift to the Foundation of the University of Medicine and Dentistry of New Jersey (UMDNJ) to name the atrium of the Child Health Institute of New Jersey, New Brunswick, in honor of his long-time friend.

"It might sound trite, but growing up I always told myself that if I had an opportunity to give back to society, especially to help children, I would," Mr. DeAlessandro explained. "I am fortunate enough to have that opportunity and have been able to use my time and resources to support a variety of organizations in which I truly believe."

One of those organizations is the Child Health Institute of New Jersey at the UMDNJ-Robert Wood Johnson Medical School.

"I knew that Joe had a great interest in helping children," explained Allen Chin of Westfield, a member of the Board of Trustees of the University of Medicine and Dentistry of New Jersey and a good friend of Mr. DeAlessandro's. "As a University trustee, when I heard about the expansion planned for the Child Health Institute, I thought it would be a perfect opportunity for Joe to participate in a very exciting project."

He was right. When Mr. DeAlessandro learned about the Child Health Institute, its mission and its future, he was very interested in becoming part of it. And he thought it presented a unique opportunity to honor his long-time friend, Mr. Donovan, who passed away in 1996.

"During our 30-year friendship, so much of what Ray did was for kids," said Mr. DeAlessandro. "He was constantly volunteering his time to help them. He was a great chef, so he

baked cookies for kids. He was a talented artist so he designed sets for children's theaters.

He planned yearly Christmas parties when he shopped and bought gifts for Santa to distribute to at least 50 kids each year. He would always go out of his way to take care of needy children. Naming the atrium of the Child Health Institute will be a tremendous honor to his memory."

Mr. DeAlessandro, who is President and Chief Executive Officer of Rutgers Casualty Insurance Company, Kentucky National Insurance and DeAlessandro & Associates, hired Mr. Donovan 30 years ago as an interior design consultant for American International Group (AIG) Global Assistance, Inc.

Later they became colleagues at AIG when Mr. Donovan became a vice president. Not only did they share professional interests but they also shared a deep commitment to the community, especially to children.

"We are thrilled that Mr. DeAlessandro has joined us in this important effort that will benefit children everywhere," noted Roger S. Fine, Chairman of the Board of Trustees of the Foundation of UMDNJ and Vice President and General Counsel for Johnson & Johnson.

"I think it is very meaningful that Ray be recognized by naming the atrium of the Child Health Institute in his memory and I am so happy that we have the opportunity to honor him in this way," Mr. DeAlessandro reflected. "It is something that he would never have done for himself, but I know he would have loved this."

The Child Health Institute was founded to ensure that all children can enjoy healthy, pain-free lives. Its mission is to improve child health and the quality of life by discovering the causes of childhood diseases through research that will lead to the prevention, treatment and cure of devastating illnesses.

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