



City of Westfield

OFFICE OF THE MAYOR



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Mayor Michael McCabe

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ELM STREET PLAZA DEDICATION & OPENING CONCERT SET FOR MAY 3RD

WRA & Mayor Celebrate with Music, Food & Fun

WESTFIELD- Mayor Michael A. McCabe, Westfield Redevelopment Authority Chair Kathleen Witalisz, and members of the Westfield Redevelopment Authority announced today that a Ribbon Cutting and Grand Opening Celebration will be held dedicating the newly-constructed Elm Street Plaza on ***Friday, May 3rd at 5:00 pm.*** Whiskey Traveler, a favorite local band, will play a concert at the Plaza beginning at 6:00 pm to celebrate. On Saturday, May 4th, the celebration will continue with the Run Westfield 5K and Downtown Kool Down block party. Both events will feature food and beverage provided by local businesses.

At its regular April meeting, the WRA voted to name the area *Elm Street Plaza*. The name was chosen primarily to identify the site for its geographic location in the heart of Elm Street and to remain consistent with the Elm Street Urban Renewal Plan, which governs the future development of the area.

“Thirty-seven years ago, a fire destroyed the former JJ Newberry’s department store,” Chair Witalisz said. “The WRA worked tirelessly to attract development to this site and their stewardship of the downtown is appreciated,” she continued. “I am pleased that, working together, this vital part of downtown will serve as a gathering place where people of all ages can congregate, celebrate the arts and our community,” she concluded.

The City used American Rescue Plan Act money to transform the blighted lot to a gathering space with a lawn panel, performance stage, electricity, and improved parking to provide both aesthetic and functional benefits to Downtown.

“Downtown vitality remains a top priority for my Administration,” Mayor McCabe said.

“Improvements to this plaza have already been integral in attracting new businesses to Elm Street, and I look forward to this space serving as a magnet for events of all kinds to bring people to explore the unique shops and restaurants that populate Elm Street and our entire downtown,” he concluded.

Authority to regulate use of the Plaza and adjacent parking has been delegated to the Off-Street Parking Commission. The Plaza is available to be rented to host events upon request. A Guidebook detailing permitting requirements for events has been published and is available at the City’s website at <https://www.cityofwestfield.org/145/Community-Development>.

The Office of Community Development will be the primary point of contact for application questions and submissions. Please call 413-572-6246, or email p.miller@cityofwestfield.org for additional information.

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