



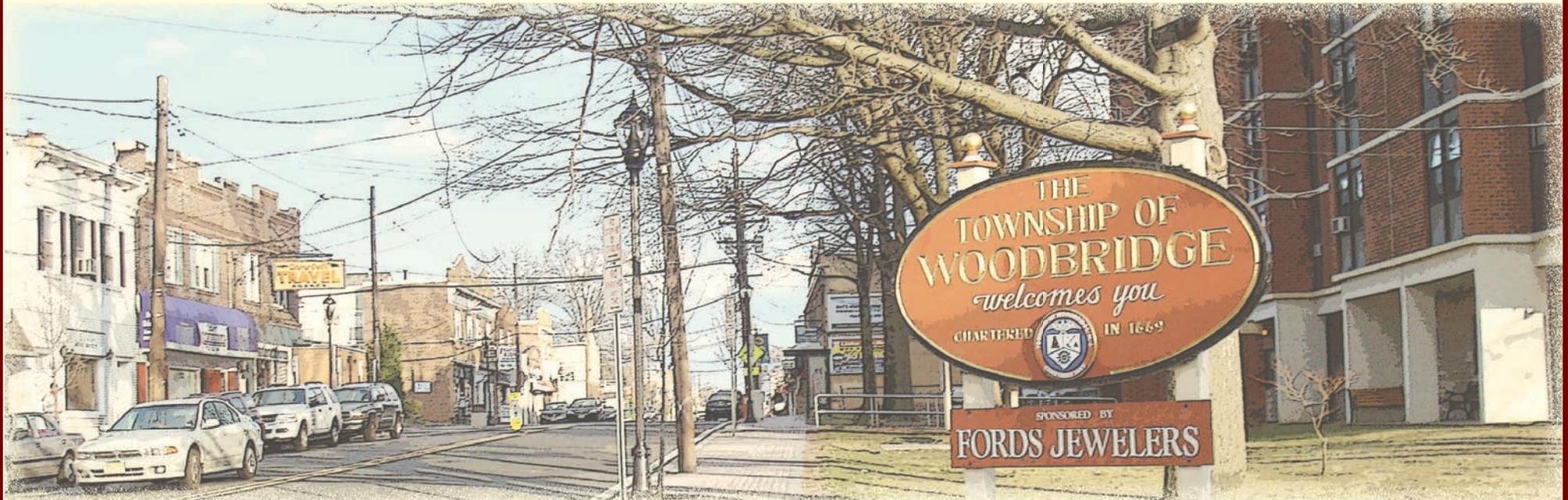
# *New Brunswick Avenue Rehabilitation Plan*

Township of Woodbridge, Middlesex County

May 2008

Prepared by Heyer, Gruel & Associates

Amended by the Township of Woodbridge  
September 2016  
February 2017







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May 2008

Prepared by

Heyer, Gruel & Associates  
Community Planning Consultants  
63 Church Street, 2nd Floor  
New Brunswick, New Jersey 08901  
732-828-2200

The original of this report was signed and  
sealed in accordance with N.J.S.A. 45:14A-12.



Susan S. Gruel, P.P. #1955



Fred Heyer, P.P., AICP #3581





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## **INTRODUCTION**

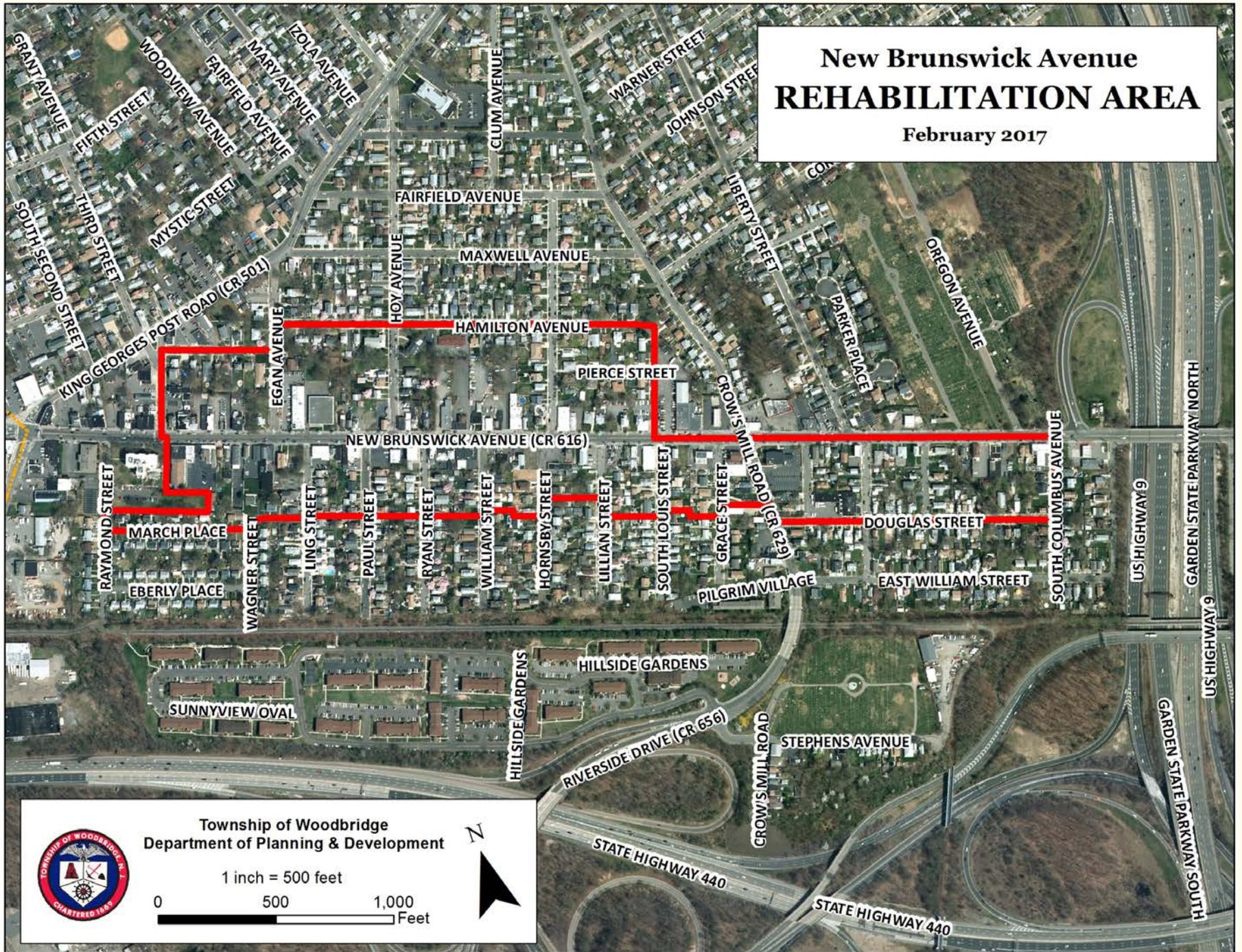
The New Brunswick Avenue Rehabilitation Plan presents an opportunity to comprehensively revitalize the New Brunswick Avenue corridor in the Fords neighborhood of Woodbridge. The rehabilitation area, approximately 40 acres in size, consists of residential, commercial, and mixed-use properties located on both sides of New Brunswick Avenue, generally bound by Raymond and Corrielle Streets to the west, Hamilton Avenue to the north, and South Columbus Avenue to the east. The rehabilitation area also includes residential properties adjacent to the commercial uses along New Brunswick Avenue (See rehabilitation map).

The New Brunswick Avenue corridor in Fords serves as the neighborhood's commercial center and bisects the Fords neighborhood, with primarily commercial uses located along both sides of New Brunswick Avenue. The commercial district contains a wide variety of uses, including retail sales and services, food stores, offices including medical offices, banks, and auto-related uses, including auto repair services. Properties within the commercial district are small lots that do not provide adequate off-street parking. The buildings in the area are mostly developed with a mix of older, relatively small-scale structures that are one or two stories in height. Many structures contain ground-floor retail with upper-floor residential uses. The Rehabilitation area also contains a few vacant lots scattered throughout the corridor.

The commercial district has evolved as a commercial corridor over many years, and as such, has ended up with a disparate mixture of commercial uses and building facades. Original building facades have been covered, newer and more modern buildings have filled in the streetscape while some buildings and storefronts have been rehabilitated and/or restored. In addition, some buildings have been demolished, and vacant lots dot the corridor. All of this has

led to a disjointed commercial corridor that creates a visual disruption and discomfort in the area. The Rehabilitation area also includes a portion of existing residential neighborhoods that consist of single-family dwellings, some of which are located along New Brunswick Avenue and others located in close proximity to the commercial uses on New Brunswick Avenue.

On February 19, 2008, the Municipal Council designated a portion of New Brunswick Avenue and a portion of the Fords section of the Township as an "area in need of Rehabilitation" under the New Jersey Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.). Under the statute, Rehabilitation is defined under New Jersey's Local Redevelopment and Housing Law (C. 40A:12A- 3) as "an undertaking, by means of extensive repair, reconstruction or renovation of existing structures with or without the introduction of new construction or the enlargement of existing structures, in any area that has been determined to be in need of rehabilitation or redevelopment, to eliminate substandard structural or housing conditions and arrest the deterioration of that area." This Rehabilitation plan constitutes a Redevelopment Plan by statute and is prepared in accordance with NJSA 40A:12A-7 which states that "no redevelopment projects shall be undertaken or carried out except in accordance with a Redevelopment Plan adopted by ordinance of the municipal governing body." It should be noted that this plan does not confer the power of eminent domain to the Township for private development nor the ability to provide long-term tax abatement.



Township of Woodbridge  
Department of Planning & Development

1 inch = 500 feet

0 500 1,000 Feet



**PLANNING CONTEXT**

***New Brunswick Rehabilitation Area and Location***

The current land uses along New Brunswick Avenue are primarily commercial in nature and include a number of single-family dwellings with frontage along New Brunswick Avenue. A post office and a senior-citizen apartment building are also present along New Brunswick Avenue. The Business zone classification along New Brunswick Avenue extends from the Edison border to the west all the way to the New Jersey Parkway to the east.

The rehabilitation area includes properties located in the Central Business (B-2) Zone and the R-5 Single-family residential zone. The Central Business (B-2) Zone permits a wide range of commercial uses, including but not limited to retail establishments, banks, the sale of auto supplies, restaurants, theatres (indoor), and automotive service stations and gasoline stations. The surrounding residential properties included in the Rehabilitation Area are located in the R-5 “High-Density Single-Family Residential Zone” and is characterized by single-family dwellings, many of which are adjacent to the commercial uses along New Brunswick Avenue.

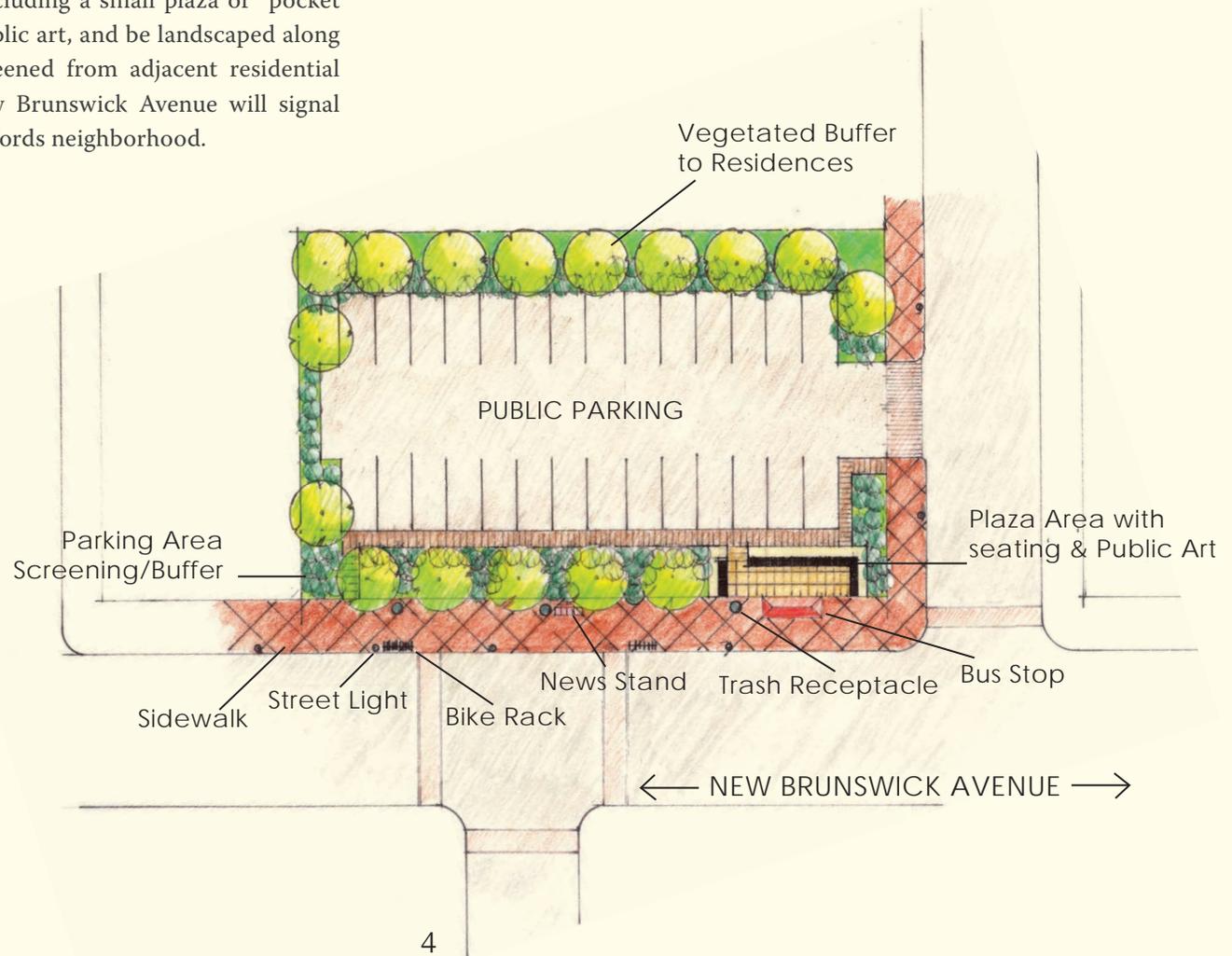
**PLAN PRINCIPLES/STRATEGIES:**

The Township of Woodbridge is in a position to revitalize and promote a strong, vibrant, community downtown district for the residents of Fords that recaptures the economic potential of the downtown district and promotes community identity. This can be accomplished, in part, by implementing a number of strategies to improve the physical environment, provide adequate parking for existing and future development, and strengthen businesses in the area. Such strategies include:

- Re-establish the Special Improvement District
- Establish a Façade Improvement Program
- Pursue the acquisition of properties and the funds to construct municipal parking lots at strategic locations along New Brunswick Avenue
- Extend the Middlesex County Greenway
- Promote the reuse of the Fords Theatre site
- Establish “gateways” into the Fords neighborhood along New Brunswick Avenue
- Provide short-term tax abatements for improvements on residential properties

This plan will establish three distinct districts. The first district addresses the Fords Theater site that contains a multi-story structure that was previously utilized as a theatre. The second district addresses the rehabilitation of the commercial structures and businesses along New Brunswick Avenue. The third district addresses the rehabilitation of residential dwellings and encourages residents to make improvements to their dwellings by offering five (5) year tax abatements on improvement values for dwelling improvements.

The plan also includes façade standards for commercial and mixed-use properties along New Brunswick Avenue, which is designed to promote a socially stimulating, pedestrian friendly and commercially profitable corridor where people can shop, eat and walk around. Improving the commercial district will also require the acquisition and funding of off-street parking lots, which many commercial properties in the area lack. The acquisition and construction of property for off-street parking may be funded through the collection of monies by the Special Improvement District. These parking lots should be designed to provide a number of community amenities, including a small plaza or “pocket park”, a bus stop shelter, bike racks, public art, and be landscaped along New Brunswick Avenue and well-screened from adjacent residential properties. New gateways along New Brunswick Avenue will signal visitors that they are entering into the Fords neighborhood.



### **PLAN GOALS**

The overall goal of this Redevelopment Plan is to comprehensively upgrade the New Brunswick Avenue corridor as a vibrant, mixed-use commercial corridor for Ford's residents and to improve the physical environment through building design and façade standards. Specific goals are as follows:

- To stimulate economic investment in the Area.
- To promote the effective use of all the Rehabilitation Area property and to increase the property tax base.
- To develop new economic generating activities that benefit the Township.
- To rehabilitate land occupied by obsolete structures and uses.
- To improve property values within the Area to increase local revenues.
- To promote community identity through design improvements
- To maximize the leveraging of public and private funds to accomplish comprehensive redevelopment/rehabilitation of the Area.
- To establish a Façade Improvement Program that will guide improvements to commercial and residential structures within the rehabilitation area.
- To provide adequate off-street parking for the commercial uses along New Brunswick Avenue.
- To protect adjacent residential neighborhoods from the impacts of incompatible uses.
- To promote mass transit opportunities.
- To improve the physical appearance of the Area.
- To re-establish the Special Improvement District

### **RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND DEVELOPMENT REGULATIONS**

This Rehabilitation Plan supersedes the use and bulk provisions of the Township Land Use and Development Regulations (Chapter 150) for the Rehabilitation Area unless specifically referenced. Other Township regulations affecting developments that are in conflict are superseded by this Plan; however, existing engineering standards, performance standards and definitions shall apply.

In connection with site plan or subdivision applications, the Planning Board may grant deviations from the regulations contained within this Rehabilitation Plan where by reason of exceptional narrowness, shallowness or shape of a specific piece of property or by reason of exceptional topographic conditions, pre-existing structures and physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Rehabilitation Plan would result in peculiar and exceptional practical difficulties to, or exceptional or undue hardship upon, the developer or redeveloper of such property. The Planning Board may also grant a deviation from the regulations contained within this Plan related to a specific piece of property where the purposes of this Plan would be advanced by such deviation from the strict application of the requirements of this Plan and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers from design standards from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within the Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or would exact undue hardship because of peculiar conditions pertaining to this site. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Rehabilitation Plan.

No deviations may be granted which will result in permitting a use that is not a permitted use within this Plan. Any deviation from standards of this Plan that results in a “d” variance pursuant to N.J.S.A. 40:55D-70d shall be addressed as an amendment to the Plan rather than via variance relief through the Township’s Zoning Board of Adjustment. An application requesting a deviation from the requirements of this Rehabilitation Plan shall provide public notice of such application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D- 12a.&b. All development must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified by N.J.S.A. 40:55D, et seq.

Final adoption of this Rehabilitation Plan by the Municipal Council shall be considered an amendment to the Township of Woodbridge Land Use and Development Regulations Ordinance and Zoning Map. Unless otherwise defined in the Plan, terms used in this Plan shall have the same meaning as defined in the Township’s Land Use and Development Regulations Ordinance.

**DISTRICT STANDARDS:**

It is the intent of this Plan to encourage the comprehensive rehabilitation of the New Brunswick Avenue Commercial District by adopting standards for commercial uses that have frontage on New Brunswick Avenue in order to enhance the vitality of the commercial district and to redevelop the former Fords Theatre site for visual and performing arts that will support the existing commercial uses. This Plan also assists in the protection and rehabilitation of the adjacent residential areas. Furthermore, façade standards for commercial and mixed-use buildings are proposed, and a mechanism is provided for the funding of municipal parking lots.

The following standards apply to the districts within the area:

- Theatre District
- Downtown Commercial
- Single-family residential

The district standards contain information pertaining to the purpose of the district; the permitted and accessory uses; bulk standards; and other district-specific standards. The evaluation of any proposal submitted under the Plan shall be based upon sections of this Plan entitled Relationship of Plan to the Township Land Development Regulations and District Standards.



**Theatre**

- Purpose: To redevelop and reuse the former Fords Theater property by retaining and renovating the existing structure for visual and performing arts or government and government-funded uses as well as utilizing the front portion of the building for retail uses and other uses associated with the theater uses in the structure.

**Permitted Uses:**

- Visual and performing arts
- Retail on the first floor only
- Art Galleries
- Gathering places and plazas for the display of public art
- Government uses and government-funded uses.

**Permitted Accessory Uses:** Uses which are customarily incidental to the principal use such as parking and signage.

**Prohibited Uses:**

- Adult entertainment

**Bulk Standards:**

- Minimum lot size: 15,000 square feet
- Minimum front yard setbacks: 0 feet
- Minimum side yard setbacks: 0 feet
- Minimum rear yard setback: 10 feet
- Maximum building coverage: 35%
- Maximum impervious lot coverage: 100%
- Maximum building height: Two (2) stories and forty-five (45) feet

**Parking Standards:**

- Off-street parking for uses in this district may utilize parking provided by the Township through the parking lot owned by the Township Housing Authority, located adjacent to the former Fords Theatre property.

**Downtown Commercial**

- To promote the revitalization of New Brunswick Avenue and provide for an array of retail sales and services containing uses primarily serving the Fords community as well as upgrade the physical appearance of the area through the implementation of design standards for commercial and mixed-use properties.

**Permitted Uses:**

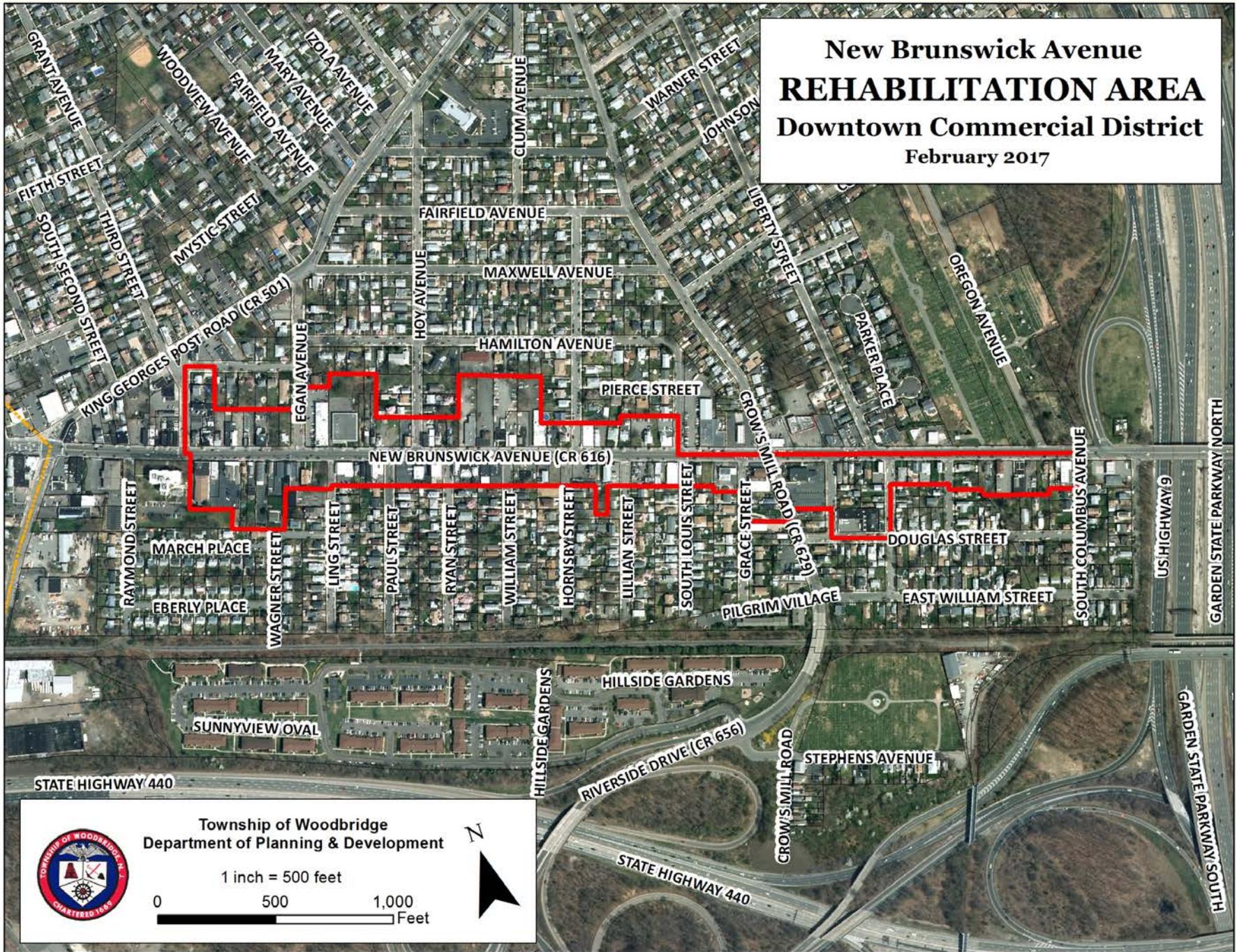
- Retail sales and services
- Restaurants
- Offices
- Medical offices
- Fiduciary institutions
- Residential uses on upper floors only
- Public parks and plazas
- Municipal parking lots

**Permitted Accessory Uses:** Uses which are customarily incidental to the principal use such as parking and signage.

**Prohibited Uses:** Drive-thru establishments

**Bulk Standards:**

- Minimum lot size: 2,500 square feet
- Maximum Floor-to-area Ratio: 1.5
- Minimum gross floor area: 1,200 square feet
- Minimum lot width: 25 feet
- Minimum lot depth: 100 feet
- Minimum front yard setbacks: 5 feet
- Maximum front yard setbacks: 10 feet
- Minimum side yard setback: 0 feet
- Minimum rear yard setback: 10 feet
- Maximum impervious lot coverage: 100%
- Maximum building height: Three (3) stories and forty (40) feet



**Parking Standards:** On site parking or loading is not required for lot sizes of 2,500 square feet, or less. However, any new residential development shall follow the parking requirements for residential uses in this plan. For lots greater than 2,500 square feet, the following parking requirements will apply:

- Residential: 1.5 parking spaces per dwelling unit
- Restaurants or taverns: one (1) parking space for each three seats.
- Retail sales and service: one (4) parking spaces for every one-thousand (1000) square feet of gross floor area.
- Offices, (including medical and dental): one (1) parking space for each three hundred (300) square feet of gross floor area.
- Financial Institutions: One parking space for each two hundred fifty (300) square feet of gross floor area.

The developer, at the discretion of the Planning Board, may accept payment in lieu of the construction of off-street parking equal to the number of parking spaces required for the development and a cost per parking space that will be determined by the Municipal Council.



**Additional Standards:**

- A minimum of 10% of all parking areas shall be landscaped.
- A minimum 10 foot landscaped buffer shall be required along any property line that abuts residential zones. No parking shall be permitted in the buffer.



**Single-family residential**

- Purpose: To provide for and preserve the existing single-family residential area located in close proximity to the downtown commercial district. The regulations encourage the continued development and maintenance as a residential area for strictly residential purposes.

***Permitted Uses:***

- Existing Senior Citizen residential buildings
- Detached one-family dwellings
- Home occupations/home office. Home office use, meaning an office activity carried on for gain by a resident in a dwelling unit, shall be a permitted accessory use in residential zone districts and adhere to restrictions and regulations provided in Chapter 150 Section 30.
  - o The use is limited solely to office use
  - o The use is operated by or employs in the residence only a resident or residents who are permanent full-time residents of the dwelling unit and no other persons.
  - o No non-resident employees, customers, or business invitees or guests shall visit the dwelling unit for business purposes.
  - o The use shall be located in only one room of the dwelling unit, which shall not be served by an entrance separate from the household.
  - o Interior storage of materials shall only consist of office supplies.
  - o There shall be no change to the exterior of buildings or structures because of the use, and no outside appearance of a business use, including, but not limited to, parking, storage signs or lights.
  - o The use operates no equipment or process that creates noise, vibration, glare, fumes, odors, or electrical or electronic interference, including interference with telephone, radio or television reception, detectable by neighboring residents.
  - o The use does not require any increased or enhanced electrical or water supply.

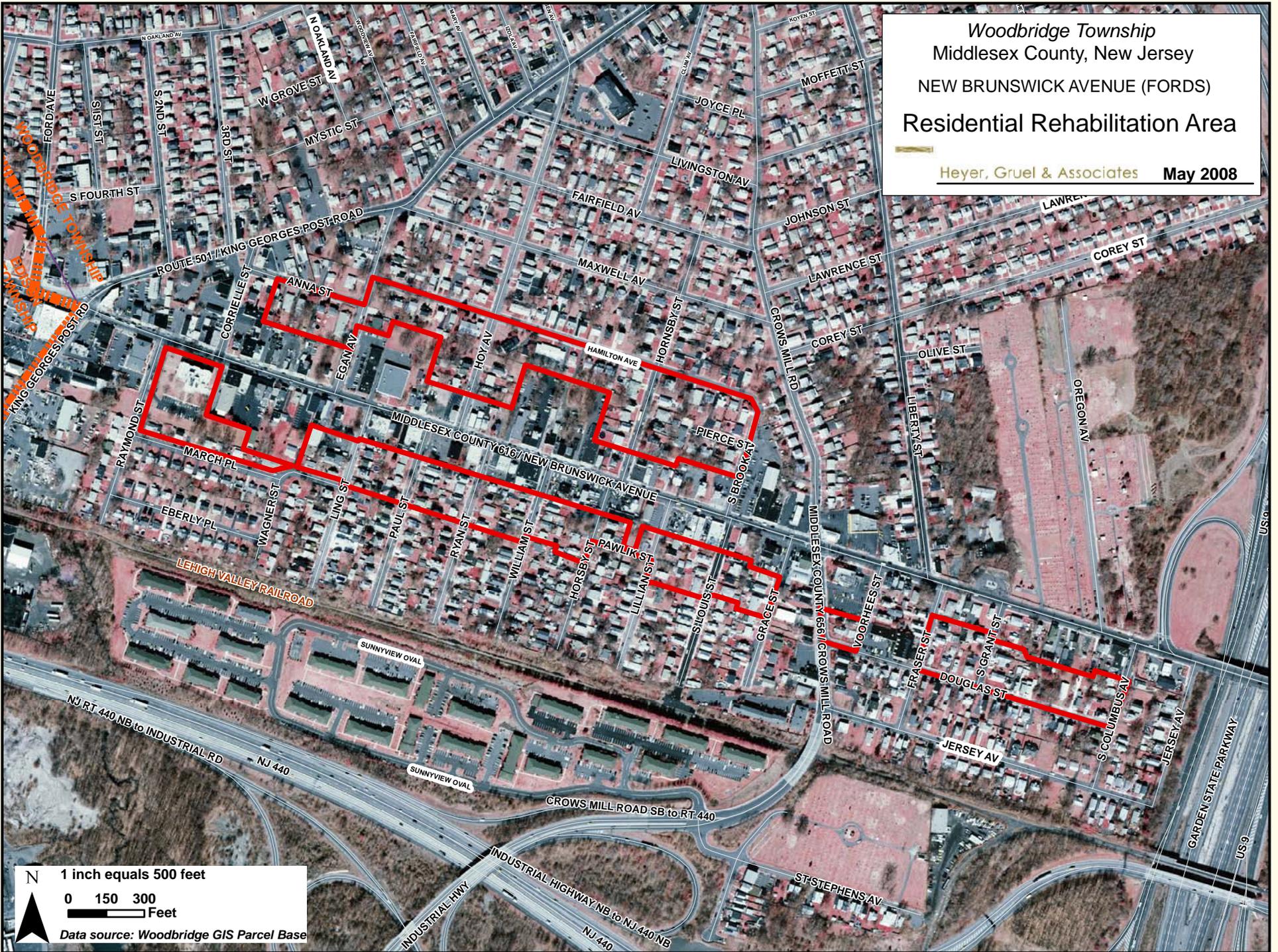
- o The quantity and type of solid waste disposal is the same as other residential uses in the zone district.
- o The capacity and quality of effluent is typical of normal residential use, and creates no potential or actual detriment to the sanitary sewer system or its components.
- o Delivery trucks shall be limited to U.S. Postal Service, United Parcel Service, Federal Express and other delivery services providing regular service to residential uses in the zone district.
- o All vehicular traffic to and from the home office/occupation use shall be limited in volume, type and frequency to what is normally associated with other residential uses in the zone district.
- o No activity or alteration occurs such that observers will know a business/occupation is being operated from the premises.

***Permitted Accessory Buildings and Uses:***

- Private garages, not to exceed two spaces
- Buildings for tools and equipment used for maintenance of the grounds, not to exceed 150 square feet in area.
- Swimming pools and tennis courts, but not public swim or tennis clubs
- Fences and hedges, subject to the special condition of § 150-44
- Uses which are customarily incidental to the principal use such as parking and signage.

Woodbridge Township  
Middlesex County, New Jersey  
NEW BRUNSWICK AVENUE (FORDS)  
Residential Rehabilitation Area

Heyer, Gruel & Associates May 2008



N 1 inch equals 500 feet  
0 150 300  
Feet  
Data source: Woodbridge GIS Parcel Base

**Conditional Uses:** The following uses are permitted, subject to approval of the municipal agency and the special conditions of § 150-46.

- Government buildings and services which are necessary to the health, safety, convenience and general welfare of the inhabitants, including volunteer fire companies and first-aid squads.
- Public utility installations.
  - Wireless communication facilities. The location of wireless communication facilities shall be subject to the standards of §150-44-1.

**Other provisions and requirements:**

- Off-street parking is required subject to the special conditions of § 150-42.
- Landscaping is required subject to the special conditions of § 150-43.
- Signs, subject to the special conditions of § 150-41.

**Bulk Standards:**

- Minimum lot size: 5,000 square feet
- Minimum lot width: 50 feet
- Minimum lot depth: 100 feet
- Minimum front yard setbacks: 25 feet or prevailing setback along street
- Maximum front yard setbacks: 10 feet
- Minimum side yard setback (one): 5 feet
- Minimum side yard setback (both): 14 feet
- Minimum rear yard setback: 20 feet
- Maximum impervious lot coverage: 25%
- Maximum building height: Two and ½ stories (2 ½ ) stories and thirty-five (35) feet

**Additional Standards for accessory buildings and uses:**

- Accessory buildings for tools and equipment used for maintenance of the grounds which are not attached to the principal building shall not exceed 10 feet in height as measured from the grade to the ridge at the peak of the roof. No side wall of such accessory buildings may exceed eight feet above grade in height. No such shed shall exceed 150 square feet in area. All such accessory buildings shall conform to at least the front setback requirement of the principal building. The minimum side and rear yard setback shall be four feet. All other accessory buildings not attached to the principal building shall not exceed 15 feet in height and shall conform to at least the front setback requirement of the principal building. The minimum side and rear yard setbacks shall be four feet.
- Those swimming pools less than four feet high shall be enclosed by a permanent fence not less than four feet high with a locked gate. Building permits will be required for all swimming pools, above or below ground, with a water surface area of 250 square feet or over.
- Accessory buildings attached to a principal building shall comply with the setbacks of the principal building.
- No truck or commercial vehicle licensed to transport more than 3/4 ton rated manufacturer's capacity shall be stored or parked on any lot or portion of a lot.



## **GENERAL DESIGN STANDARDS**

These design standards shall be applied with the use and bulk requirements detailed in this Plan. The design standards are intended to reinforce the physical, visual and spatial characteristics of the Rehabilitation Area. The following standards shall apply:

### **Architectural**

- Multiple buildings within a development must maintain a consistent style/architectural theme, utilizing common color schemes and materials.
- All facades visible from adjoining properties or public streets shall include pleasing scale features of the building and encourage community integration by featuring characteristics similar to a front façade.
- Entranceways shall be in keeping with the architectural character of the structure, and shall be clearly marked and framed architecturally. Entranceways are encouraged to receive design emphasis including marquees, awnings, decorative lighting, and signage.
- Buildings shall be designed so as to prevent exterior elevations from containing large expanses of blank or featureless walls. Murals and artistic wall treatments are encouraged.
- The type, shape, pitch, feature and color of a roof shall be architecturally compatible with the building style, material, colors and details.
- New buildings shall be oriented to the front and relate to public streets, both functionally and visually. The primary orientation of a building shall not be towards a parking lot.

### **Parking**

- Off-street parking and loading areas shall be coordinated with the public street system serving the Area to reduce conflicts with through traffic, obstruction with pedestrian circulation, and vehicle thoroughfares.
- All right angled parking spaces shall be nine (9) feet in width and eighteen (18) feet in depth.
- Aisles accommodating two-way traffic shall be a minimum of twenty four (24) feet in width.
- Dead-end aisles are prohibited.

### **Circulation**

- Bike racks should be provided in order to encourage the use of bicycles as a mode of transportation.
- Parking areas are interconnected with adjacent properties, and utilize common entrances and exits
- Rear lanes are provided in order to avoid curb cuts onto New Brunswick Avenue
- The driveway curb radius does not exceed 8 feet
- There is a comprehensive network of sidewalks and pedestrian passageways that connect the parking lots with the front, side and rear of the buildings

## **Loading**

- Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash dumpsters, trash compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials must be the same as, or of equal quality to, the materials used for the primary building and landscaping. All service areas must be screened with a combination of low walls, decorative fencing and/or landscaping.
- Loading and delivery facilities must be separate from customer parking and pedestrian areas.
- Loading areas, outside storage, and service areas shall be located in areas of low visibility such as at the side or rear (non-street side) of buildings.

## **Lighting**

- Pedestrian-level, bollard lighting, ground-mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls shall be used to light pedestrian walkways.
- Accent lighting on buildings is encouraged.
- Lighting shall be shielded to prevent glare on adjacent properties.
- Exterior light fixtures shall be compatible and relate to the architectural character of the buildings on a site. Site lighting shall be provided at the minimum level to accommodate safe pedestrian and vehicular movements without causing any off-site glare.
- Parking lot lights shall not exceed 12 feet in height and shall contain decorative fixtures.

## **Landscaping**

- All setback areas fronting public roadways should be defined by a combination of low walls, decorative fencing and/or landscaping. The landscape area within should contain a variety of flowering trees, shrubs, perennials, annuals, and bulbs to complement the architecture and provide seasonal interest.
- Landscape areas may also contain decorative lighting and signage, which should be designed to complement the overall buffer design.
- Landscape design should be integrated into overall site design and plans should include a watering and maintenance schedule for each area.

## **Street Furniture**

- Street furniture should be selected to complement the design theme of the Area and should be integrated into the overall streetscape and landscape plans.
- Trash receptacles should include provisions for glass and paper recycling throughout the Area.

## **Green Buildings**

- All buildings are encouraged to be LEED-qualified buildings.

## **Utilities**

- Wherever possible, all above ground utilities shall be located underground.

### **ADDITIONAL DESIGN STANDARDS**

These additional design standards shall be applied with the use and bulk requirements detailed elsewhere in this Plan. These standards are intended to reinforce the physical, visual and spatial characteristics of the Rehabilitation Area. The following standards shall apply:

#### **Public Art**

The inclusion of public art along New Brunswick Avenue can add to the distinctive look of the corridor and promote community identity and is thus strongly encouraged. Public art should be considered integral to building design and not merely applied as decoration.

- All art installations shall be constructed of durable materials and not be harmful to any public streetscape materials (such as the sidewalk surface).
- Public artwork should never be intended as an advertising or marketing tool for its host property.
- Public art may include, but not limited to aesthetic objects, suspended or kinetic work, commemorative memorials and statues, traditional or folk inspired art, ornamental work, and landmarks
- Public art is subject to the approval of the Township Planning Board

#### **Outdoor Dining**

The provision for outdoor dining along New Brunswick Avenue can contribute to a sense of excitement and promote a sense of community in the area. Outdoor cafes allow restaurant patrons the chance to enjoy the weather and watch the pedestrian traffic along New Brunswick Avenue. Restaurant operators are encouraged to operate outdoor cafes on public sidewalks, provided that pedestrian circulation and access to building entries is not impeded.

- No less than five feet of sidewalk must remain unobstructed by tables, chairs or other encumbrances, and be available for the free-flow of pedestrian traffic at all times.
- All sidewalk cafes must be located in front of or beside the associated restaurant and on the same side of the street.
- The limits of sidewalk cafes should be delineated by elements such as planters, posts, low fencing or rope/chain, but may not be solid, made of plastic, or permanently affixed to the ground, or greater than 40 inches in height.
- Umbrellas are encouraged as they make the cafe experience more enjoyable by providing shelter from the elements, provided that umbrellas have an overhead clearance adequate for most pedestrians

- Tables and chairs of sidewalk cafes should be complimentary to the architectural character of the building and business they adjoin.
- Other structures associated with outdoor dining, such as free-standing heating and cooling devices and tabletop lighting fixtures, including candles, are permitted but may not remain outside after business hours.
- Tables and chairs must be constructed of heavyweight, high-quality materials like metal or wood.
- Lightweight materials such as plastic or vinyl which may be blown astray by moderate winds are strongly discouraged.
- Low-intensity accent lighting is desirable. No intensive exterior lighting or floodlighting is permitted.
- Exterior sound systems are not permitted
- No signs are permitted in the cafe area
- Trash cans are not permitted within a restaurant's designated sidewalk cafe area nor may use the permanent public trash cans within the right-of-way.
- All restaurants desiring a sidewalk cafe should have their own outlets installed along the street wall.

## **IMPLEMENTATION OF THE REHABILITATION PLAN**

### **Development Review**

No application for development or redevelopment in the area may be filed with the Planning Board until such time as the applicant has applied for and received a designation as redeveloper from the Redevelopment Entity and has executed a Redevelopment Agreement with the Redevelopment Entity providing for the proposed application. In addition to any requirements of the Agency, major preliminary and/or Final Site Plans and/or subdivisions, with details sufficient to comply with the Municipal Land Use Law and local Ordinance, shall be submitted for Planning Board review and approval for each development parcel, pursuant to N.J.S.A. 40:55D-1 et seq.

The Planning Board shall require the redeveloper to provide a bond or bonds of sufficient size and duration to guarantee the completion of the various phases of the project in compliance with the requirements of law and planning approvals.

### **Plan Relationship with Other Plans**

#### ***Relationship to the Township Master Plan***

The Township of Woodbridge's last comprehensive Master Plan was prepared in 1990. Subsequently, the Master Plan was revised in January 1994 and a Master Plan Reexamination Report was adopted in July 1994. The purpose of the Reexamination Report is to review and evaluate the local Master Plan and Development Regulations on a periodic basis in order to determine the need for update and revisions. The purpose of the Reexamination Report is to review and evaluate the local Master Plan and Development Regulations on a periodic basis in order to determine the need for update and revisions.

Relevant goals and objectives from the 1990 Master Plan, which were reiterated in the 1994 Master Plan Reexamination Report, include:

#### ***Land Use Plan Element:***

- To encourage mixed-use development where appropriate.
- To safeguard the tax base and provide for a continuing source of employment and tax ratables through appropriate use of nonresidential land.
- To strengthen the downtown commercial shopping areas.
- To discourage strip commercial development through stringent site planning standards including the use of common driveways, common rear yard parking areas, and unified sign plans.

#### ***Circulation Plan Element:***

- To develop a plan to improve traffic flow on roadways such as Main Street, Oak Tree Road and New Brunswick Avenue.

At the time the 1990 Master Plan was written, the existing land uses along New Brunswick Avenue were mainly commercial. This has not changed much in the past 18 years, and most of the properties along New Brunswick Avenue contain commercial uses. The 'Fords Land Use Plan' section of the 1990 Master Plan states that "While there are no recommendations concerning a change from the Business zone classification along New Brunswick Avenue, reducing the size of the central business district is recommended. The area from the Edison border to Crows Mill Road is proposed to remain as Central Business, while the rest of New Brunswick Avenue would carry a different commercial designation. Qualitative measures concerning signage and other aesthetic considerations should also be considered for all of New Brunswick Avenue." According to the Fords Land Use Plan map, most of the properties within the current study area would lie within the Central Business Zone, with only study area properties within Block 63 to be a part of the Commercial Zone.

The Circulation Plan map indicates that downtown Fords improvements were recommended by Robert Rosa Associates for New Brunswick Avenue between the Edison border and Hornsby Street and would include Block 59-G Lots 3-7. According to the Circulation Plan Element, Robert E. Rosa Associates recommended improved pedestrian facilities including sidewalk reconstruction and installation of street furniture within the business district area in the “Downtown Improvement Study - Woodbridge, NJ” in 1988. From the study area inspection, it appears that these improvements have been constructed. Additionally, the other improvements recommended in the report include:

- Acquisition of vacant lots along New Brunswick Avenue for parking.
- Improved pedestrian facilities, particularly crosswalks across New Brunswick Avenue; and
- Additional bus stops along New Brunswick Avenue
- Preparation of a detailed parking plan, and investigation of “tandem parking” feasibility.

According to the 2003 Master Plan Re-examination Report, a Special Improvement District was created along the New Brunswick Avenue shopping district dedicated to improving shoppers’ experience in the area in order to articulate the objectives of strengthening the downtown commercial shopping areas and enhancing existing strip commercial areas by preparing rehabilitation programs.

The Plan implements and is consistent with the 1990 Township Master Plan and the 2003 Re-examination Report. The Township is currently preparing a new comprehensive Master Plan.

### ***Master Plans of Adjacent Municipalities***

The Plan is located along New Brunswick Avenue and is not immediately adjacent to the border of neighboring municipalities, and is thus not anticipated to have an adverse impact on development within the surrounding municipalities.

### ***Middlesex County Growth Management Strategy (GMS)***

Between 1990 and 1995, Middlesex County prepared a three-phase Growth Management Plan to address infrastructure need, regional design system and growth management strategies. The County was subdivided into four regions. Woodbridge Township is located in the northeast region along with the municipalities of Edison Township, the Borough of Metuchen, the Borough of Carteret, the Township of Perth Amboy and the Borough of Highland Park.

Phase I of this Strategy found that large public & private investments would be required towards maintaining a significant level of service for projected growth in the County. The report estimates that the highest infrastructure costs facing the County are for maintaining and improving existing sewerage systems, parks and roads. The report determined that this investment could be significantly reduced for utility systems (water & sewer) if growth occurred in areas where utilities are already in place.

The next phase in the County’s Growth Management Strategy was a Phase II Report which focused on alternative approaches to managing actual growth in Middlesex County. In order to analyze the approaches, five specific case studies were conducted in the report. None of these five areas are located in Woodbridge Township.

The last phase of Middlesex County's Growth Management Strategy was the Phase III Report, which examined four additional case study areas; thereby analyzing nearly all of the potential growth areas in the County. In this Phase, additional techniques by which the County may assist and further coordinate with municipalities in planning and development review were also identified. The Township of Woodbridge was included in three study areas. The Metropark Case Study Area includes portions of Iselin, Menlo Park Terrace, Fords, and Woodbridge Proper. The Raritan Center Case Study Area includes portions of Keasbey and Fords. The Arthur Kill/Raritan Bay Case Study Area includes portions of Keasbey, Fords, Hopelawn, Woodbridge Proper, Sewaren, and Port Reading

Where relevant, this Redevelopment plan is consistent with the recommendations discussed in the Middlesex County Growth Management Strategy.

***New Jersey State Development & Redevelopment Plan:***

The Fords Redevelopment and Rehabilitation Plan are consistent with, and would effectuate, the plans and policies of the New Jersey State Development and Redevelopment Plan (SDRP), adopted in 2001. The SDRP is a unique document that guides State-level development and redevelopment policy as well as local and regional planning efforts. This Plan is consistent with the following statewide goals in the SDRP.

- Revitalize the State's cities and towns.
- Promote beneficial economic growth, development and renewal for all residents of New Jersey.
- Protect the environment, prevent and clean up pollution.
- Provide adequate public facilities and services at a reasonable cost.
- Preserve and enhance areas with historic, cultural, scenic, open space, and recreational value.
- Ensure sound and integrated planning and implementation state-wide.

The SDRP also includes a State Plan Policy Map, which divides the state into regions, known as Planning Areas, and includes specific goals for each area. The Policy Map also identifies "Centers," locations into which development is to be directed, and "Environs," areas to be protected from future growth. The Township of Woodbridge falls within the 'Metropolitan Planning Area' (PA1). The State Plan recognizes that all communities in this planning area are essentially fully developed; hence much of the change in land uses will occur as redevelopment.

The State Plan's planning objectives for the 'Metropolitan Planning Area' includes:

- Providing for much of the State's future redevelopment;
- Revitalizing cities and towns;
- Redesigning areas of sprawl; and
- Protecting the character of existing stable communities.

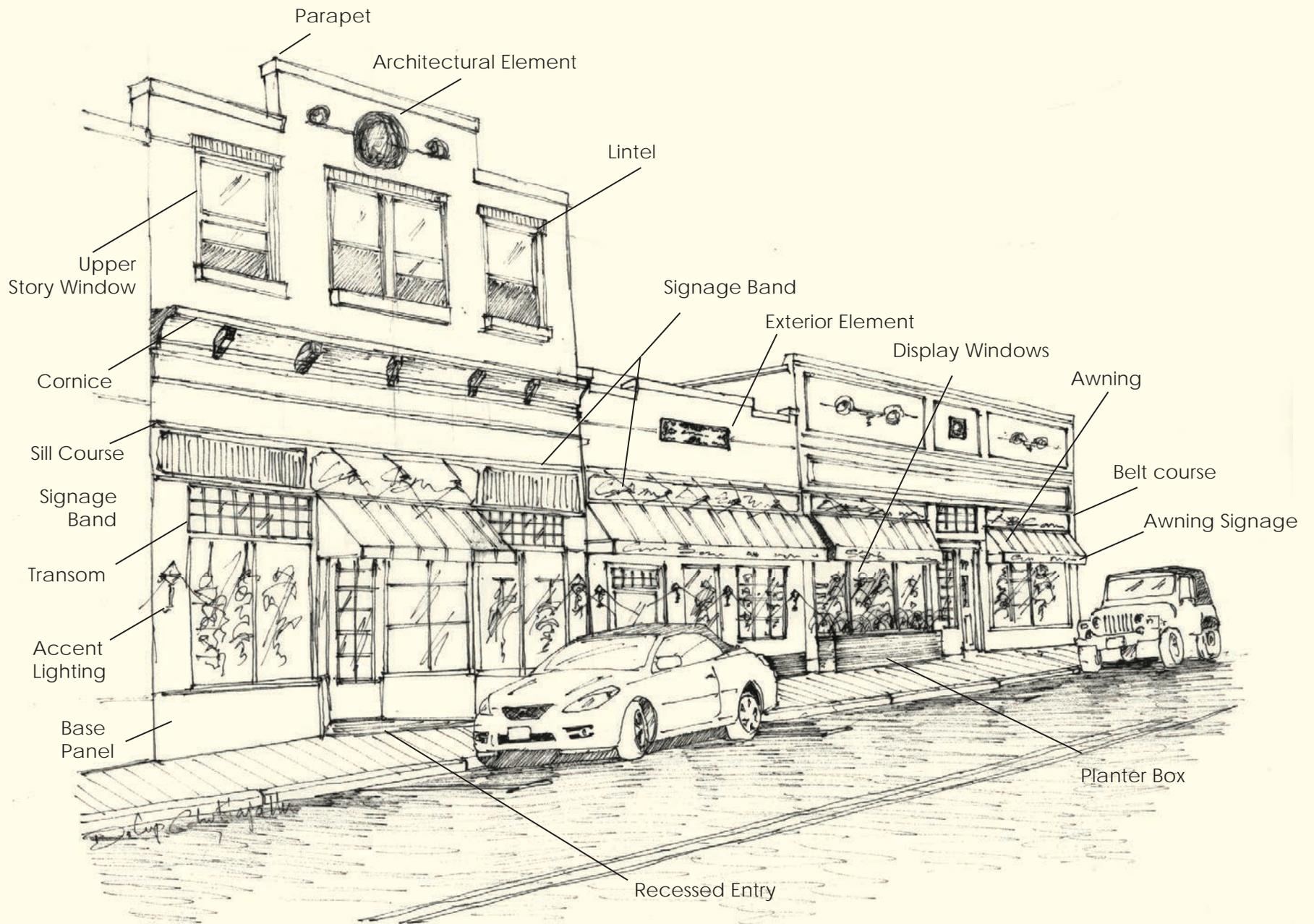
***Affordable Housing***

At a minimum, any redeveloper shall be responsible for any affordable housing obligation generated by the project.

**FORDS NEIGHBORHOOD FACADE STANDARDS**

The purpose of these standards is to assist in promoting a socially stimulating, pedestrian friendly and commercially profitable corridor where people come to meet, shop, eat and walk around. These standards are designed to support the architectural vernacular of the region in a contemporary way as well as facilitating the review process by making the architectural expectations of the community more predictable. These design standards establish the criteria for those planning new buildings, facade improvements, storefront renovations, signage and any other enhancement of the building. These guidelines work to make the area a clean and attractive environment that enhances the pedestrian experience and benefits the Township overall. These guidelines are developed to promote a desirable visual environment that works in tandem with the New Brunswick Avenue Commercial District Standards that are a part of the Rehabilitation Plan.





## FAÇADE STANDARDS

### **Anatomy of a Building Façade**

The individual elements of well-designed commercial and mixed-use buildings include the following design elements:

- Base Panel
- Sill course
- Display windows with transom
- Recessed entry
- Belt course that distinguishes the ground floor uses from the upper story windows
- Upper story windows
- Cornice
- Parapet

### **Walls**

#### Recommended:

- Building facades should conform to the tri-partite model, containing a distinct base, middle, and cap, and utilize the building elements listed above.
- The architectural treatment of the front façade should continue around all visibly exposed sides.
- Rear building elevations facing adjoining residential areas should be aesthetically enhanced and match the front of the building.

#### Not Recommended

- Blank walls facing any public street

### **Materials**

The proper choice of materials contributes to the unity of the street environment. All buildings should use durable materials that are of high quality, easy to maintain and compatible with surrounding buildings.

#### Recommended:

- Original exterior walls and roof treatments should be uncovered and retained.
- Use durable materials such as real brick and stone, tile, real stucco or painted wood with real drop siding, trim and cornices.
- Building trim, window trim, and ornamentation should be composed of painted wood and painted metal, cast iron, terra-cotta, glazed tile or polished stone.

#### Not Recommended

- Metal, aluminum, plastic or vinyl siding
- Use of exposed concrete block
- Synthetic stucco, referred to as “EIFS”
- The use of plastic, aluminum, sheet metal and vinyl window trim and ornamentation

### **Color**

Color is an important way to tie a façade together, and it conveys the identity and style of the building and business.

#### Recommended

- Choose colors that take into context the entire commercial corridor
- Use harmonious colors that bring together all aspects of the façade.
- Select colors of a single quadrant on the color wheel
- Use one base color and not more than 2 accent colors.
- Use traditional durable colors such as beige, terra cotta, brick red, dark green, dark blue, black and various grays. For brick facades, unpainted bricks are to be a reddish brown in hue, and the mortar should be of natural beige.
- Trim and shutters should be painted with a contrasting color from the main building surface

#### Not Recommended

- Use of more than three (3) colors.
- Use of bright, garish, conflicting colors on a façade except for where it fits as building accents.
- Paint arbitrary decorative lines, bands or graphics that do not relate to the building's original character.

### **Street Level Facades/Storefronts**

Developing and maintaining a coherent streetscape is crucial to a successful commercial district and each storefront should serve as a unifying element within a block. A storefront should not be viewed out of context but should be coordinated with the entire building façade.

#### Recommended

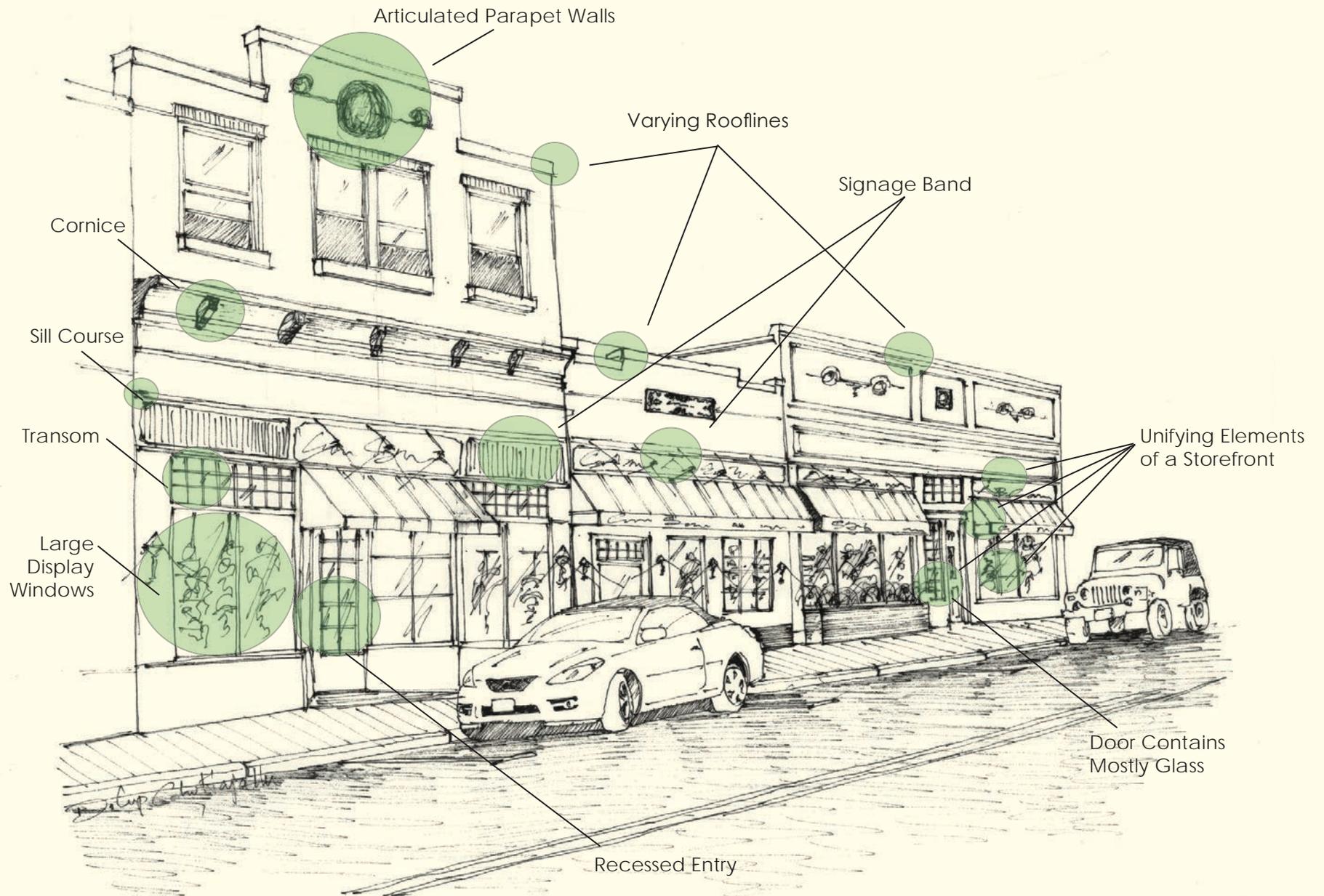
- Where appropriate, retain and restore original storefront features, including the restoration of cornice moldings, pediments, articulated parapet walls, belt courses, and ornamental projections.
- Use elements of the storefront, signage, graphics, awnings and colors as a unifying image within a block.

- Storefront elements, such as windows, entrances, and signage, should provide clarity and lend interest to facades
- Individual storefronts should be clearly defined by architectural elements such as pillars, piers, or separation of glass.
- A horizontal band should be present at the top of each storefront, located below the sill course that can serve as an appropriate location for business signage.
- Storefront windows should be consistent in height and design with storefront doors in order to create a cohesive appearance
- Storefronts are encouraged to utilize “pocket doors”, where applicable, in order to facilitate outdoor dining and the display of merchandise.
- Multiple storefronts within a single building shall have complimentary facades that contribute to a unifying building façade.
- Solid projections, such as canopies, may be permitted provided they do not protrude more than 6 feet from the façade and use materials that are compatible with the overall building.
- Security shutters, where absolutely necessary, should be of “open mesh” construction, and be installed on the interior of windows.

#### Not Recommended

- Full replacement of a storefront that does not fit the character of the building or surrounding buildings.
- Removal of original features of the storefront
- Storefront windows that are completely obscured with display cases that prevent customers and pedestrians from seeing inside.

*Fords Neighborhood Façade Standards*



### ***Upper Façade***

The role of the upper façade in the overall appearance of the building is critical and should not be forgotten. Architectural details should be retained or restored and when existing surfaces are unsatisfactory or when changes need to be made, new materials, textures and colors should be carefully chosen to compliment the building façade and adjacent structures.

#### Recommended:

- Preserve and restore historical features by retaining the size, style and materials of façade elements including windows, sills, cornices and decorative stone, wood or brickwork.
- Original wall surfaces should be cleaned or repaired and any unused extraneous materials should be removed
- Maintain existing architectural features that separate storefront from the upper façade
- Upper floor projections, such as balconies or bay windows that project over the façade are permitted provided that such projections do not exceed 4 feet in depth.

#### Not Recommended:

- Covering any part of the building façade with aluminum, stucco, false-brick, veneer, or any other sheet material that will obscure openings or details
- Filling in windows or doors with any material.
- Creating windowless blank walls or destroying original architectural details
- Removing existing quality material and details.

### ***Building Systems***

Building systems are interacting or interdependent mechanical components of a building such as plumbing, heating and air conditioning, water, sanitary sewer and electrical systems. These systems, while necessary for human occupancy of a building, should be designed and installed that do not negatively impact from the building façade.

#### Recommended:

- A building's mechanical, electrical, and plumbing systems should be concealed completely from view from the street or sidewalk. If such equipment cannot be concealed, efforts should be taken to minimize their visual impact through creative design elements.
- Rooftop equipment should be hidden from the street and sidewalk by a screening device such as parapets.
- Downspouts and other drains should be kept clear and well-maintained

#### Not Recommended:

- Placing air conditioning units in windows or any other openings facing onto the street.
- Air conditioning units should not drain onto pedestrians passing below.

## Entrances

Entrances in storefronts should be obvious and welcoming and are an integral part of the façade. In many traditional storefronts, entrances are well defined using such elements as lintels, columns, railings and overhangs and these elements should be retained and restored where appropriate.

### Recommended

- Primary entrances should be clearly marked and provide a sense of welcome and easy passage from exterior to interior.
- Entrances should be located on the front of buildings.
- Side entrances may be permitted as secondary entrances and should be located as close to the street front as possible.
- Recessed entrances are encouraged but are not greater than 4 feet in depth with an angle not to exceed 60 degrees from the plane parallel to the street.
- Rear entrances are permitted provided that the façade standards for the front of buildings applies to the rear.

## Doors

### Recommended

- Retain and restore architecturally significant doors if possible.
- Use doors that contain mostly glass to provide maximum visibility and safety.
- Choose a door that is compatible in scale, material and shape of the storefront overall.
- Make entrances to upper stories a secondary element and compatible with the overall design of the storefront.
- Canopies or other entablatures that frame the doors to upper stories are encouraged provided that such architectural elements are compatible with the overall design of the storefront.



Not Recommended

- Opaque doors that do not include glass.
- Doors suited for residential use.
- Using doors in need of repair.

**ADA**

The Americans with Disabilities Act requires retailers to design their facilities to be accessible by individuals with a wide variety of different disabilities, such as persons who are blind or have low vision, people who are deaf or hard of hearing, persons with limited use of hands or arms, persons who use wheelchairs, and individuals with a mobility disability who use a cane, crutches, braces, or a walker. Storefront entrances should embrace designs that provide universal access to all individuals seeking access to retail establishments.

Recommended

- Implement improvements according to ADA standards.
- Provide a minimum of 32 inches of clear opening measured between the face of the door and the opposite stop when the door is opened 90 degrees for customers who use wheelchairs or other mobility devices.
- Complete appropriate ramping when necessary.

Not Recommended

- Use of slippery materials on walking surfaces.
- Making entrances complicated or difficult to get through.
- Crowding merchandise or accessory elements in entranceways.

**Stepped Access**

If the level of the store is higher or lower than the street level, then steps should be placed so as not to hinder movement of pedestrians on the sidewalk. Steps should be flush with the storefront line and materials should be consistent with the sidewalk. There should be no makeshift ramping of entrance levels to the sidewalk or any other hazardous condition for pedestrians to cross in front of or into a storefront.

**Windows**

Windows should be used to provide maximum exposure for the business within a building and to enliven street environment. They are also vital to attract attention to and stimulate interest in the business's products and services.

*Ford's Neighborhood Façade Standards*

Double-hung windows fill the frame, contain muntins and lintels



Windows balanced between multiple storefronts

Large display windows that occupy at least 60% of the front of the building

***Materials, Size and Maintenance***

Recommended

- Original windows should be kept and maintained where appropriate and replacement windows should match original windows in size and style.
- Use large, clear glass windows.
- Storm windows should be mounted inside windows.
- Upper floor windows should be aligned with windows and doors on the storefront level.
- Materials that frame windows should be harmonious throughout the façade.
- Windows should be compatible in materials, size and proportions with those on surrounding buildings.
- Use large windows that provide the maximum amount of visibility into the store Commercial retail structures should have ground floor display windows that occupy a minimum of 60% and a maximum of 75% of the front of the building and be 24 to 36 inches off the ground.
- Transoms located above display windows.
- Windows should fill the frame and include a decorated lintel, mullions, face frame, and drip mold.
- Windows should be recessed between 6 and 8 inches from the façade wall.
- For upper floors, windows should be double hung, have muntins or divided light grids.
- Windows should be coordinated with the articulation of bays and balconies to offer the greatest expression.
- For multiple storefronts in a single building, windows should be balanced to each other.
- Clean glass regularly.
- Upper floor windows should have a minimum depth of window recesses in masonry walls and should be of at least 4 inches. Window sills should include drip mold details that project and create shadows on the wall below.

Not Recommended

- Fill-in, cover or size down any windows within a facade.
- More than 10% covered by signage.
- Use of tinted, opaque or smoked glass.
- Use of reflective (mirrored) or color glass.
- Windows with multiple, small paned windows unless they are appropriate to the building style, or integrate well into the overall design.
- The use of Plexiglass or other replacement materials.
- The monotonous grids of repeated windows.
- Obscuring the interior of the storefront with blinds and other devices.

*Displays*

As with traditional commercial corridors, displays are pivotal for the pedestrian environment. They should encourage window-shopping and be inviting to the storefront overall.

Recommended

- Use windows to display merchandise by using the full extent of the glass and ensure that the shopper has the ability to also see into the store through or over displays.
- Make displays exciting and fun and frequently change them to continually draw shoppers in.
- Display small items at front of the window or at eye level.
- Keep displays dusted and clean.

Not Recommended

- Too much merchandise-cluttered and disorganized.
- Displays facing inside of the store instead of out.
- Using display windows to hold storage.
- Empty display windows.
- Dirty display windows.

## Lighting

Lighting on a façade can do everything from washing a whole building in light to just highlighting details. It can also have an effect on the streetscape itself and it should produce a feeling of liveliness and security for all those on the street. Exterior lighting should highlight building elements, signs, or other distinctive features and not the lighting feature itself

## Recommended

- Design, size and location of lighting fixtures must be compatible with overall design of the building.
- Goose neck fixtures or shadowbox lighting for storefront lighting.
- Subtle, low-intensity light that reveals the true character of the building.
- Exterior building lighting should be appropriate to and complimentary with the building's architectural style.
- Indirect lighting whenever possible.
- Artificial light sources have a high quality of illumination and accurately render the colors of objects and structures. Such lighting sources should have a color rendering index equal or greater than 80, such as metal halide and color-corrected sodium.
- Accent lighting highlighting the building façade is encouraged.



Not Recommended

- Visually over-bearing or obtrusive on the structure, street, or adjacent buildings.
- Residential scale fixtures on commercial storefronts and buildings.
- Flashing, pulsating or moving lights or lights that produce excessive glare.
- Exposed wiring.
- Lighting that spills glare onto public streets and adjacent properties.
- Neon tubing surrounding display windows.
- Wall-mounted light fixtures above the height of the wall to which they are mounted.

*Displays*

Recommended

- Subtly lit to feature merchandise, draw attention to the display and other important businesses information such as store information, signs, and architectural details.
- Directed onto the display itself.
- Keeping them lit, even after store hours, including dimmer switches that reduce lighting but still illuminate window display.

Not Recommended

- Flashing, pulsating or moving lights.
- Neon tubing framing of display.
- Light that can over-power a display, including fluorescent and multi-colored lighting.

*Awnings*

Awnings along windows and articulating entranceways are a way to bring about a unifying look to a commercial corridor while keeping the uniqueness of the building structure. They not only affect the appearance of a storefront but of the streetscape and the pedestrian environment as a whole. It is a decorative element that also has a practical purpose by providing protection from the weather. Awnings, canopies and marquees also provide a secondary location for signage.

Recommended

- Awnings should reflect the overall façade organization of a building. Awnings should be located within the building elements which frame storefronts, such as being placed between a storefront's vertical piers, which fit the opening in both size and shape.
- Use fabric, such as a canvas or fire-resistant acrylic that is weather resistant.
- Awnings should be fixed or retractable. Awnings may overlap the sidewalk by not more than 4 feet so as to provide protection from the weather.
- Awnings shapes should relate to the façade's architectural elements, and may include standard, convex or concave.
- Awnings shall be open at their ends (without triangular panels)
- Use colors that are complementary to the façade and surrounding buildings, preferably use one solid color and should be from the same quadrant of the color wheel as was for the building façade.
- Use of a simple, straight design.
- Signage letter of flap of the awning only and so long as it does not exceed 6 inches in height.
- When a building contains multiple storefronts housing different businesses, awnings should relate well to each other in terms of height, proportion and color, but need not be identical.
- Upper story awnings are permitted provided that they are of the same color and sized proportionally to the windows and do not contain signage.

## Ford's Neighborhood Façade Standards

### Not Recommended

- Use of backlit or internally lit awnings.
- Use of aluminum, vinyl or any other plastic materials.
- Extend pipe columns to the public sidewalk
- Covering architectural detail with continuous or oversized awnings.
- Colors that are contrasting with the façade or adjacent buildings.
- Storefront awnings above the sill course.
- Use of multi-colors or patterns that detract from the façade.
- Dome, Bullnose, and Marquee shaped awnings.
- Awnings designed that extend across the entire building frontage.
- Awnings utilizing shingled or vinyl materials are strongly discouraged



### ***Landscaping and Planting***

These elements can strengthen the overall appeal of a business and the commercial streetscape. They bring a green element to the downtown environment.

#### *Planters*

##### Recommended

- Use of plantings that are native to the area and are easy to maintain.
- Wall mounted or floor mounted planters that don't obstruct pedestrian flow.
- Floor mounted planters should provide a minimum walking distance on the sidewalk of 5 feet.
- Sturdy and stable that cannot be easily tipped over or destroyed.
- Use of materials including terracotta, ceramic, stone, and ornamental cement.

##### Not Recommended

- Non-maintained plantings.
- Exotic plantings that will not survive in the commercial environment.
- Non-durable containers.

#### *Window boxes*

##### Recommended

- Use on upper story windowsills and where they appropriately fit on storefronts.
- Use of durable materials.
- Plantings and flowers that can survive local climatic conditions and are easy to maintain.

##### Not Recommended

- Using boxes in any inappropriate locations around the storefront.
- Obstructing clear signage and/or displays.
- Non-maintained boxes.

### **Signage**

Signs should be subordinate to the overall character of the area and they should be subordinate to the individual buildings to which they are related. The use of signage should be generally limited to advertising the name of a business and its main goods and services. Primary signage should not be used for marketing purposes. Any signs that do not conform to the size and type of sign standards listed below will require a variance from the Township Planning or the Township Zoning Board, as appropriate.

#### ***Size***

- Wall-mounted sign located just above the display windows, preferably on a sign band, and not located above the belt course or first floor cornice, and shall not exceed 10% of the first floor façade in size.
- Lettering on window glass itself, either by adhesive or etching is permitted, provided that the sign does not exceed 10% of the display glass.
- Projecting signs, not to exceed three (3) square feet.
- Artwork, icons, logos, and other simple messages that contribute to the iconography of the street are encouraged, but should not exceed 2 square feet in size.

#### ***Prohibited Signs***

- Neon signs
- Banners
- Moving or flashing signs
- Billboard-type signs
- Roof signs
- Sidewalk signs

## Placement

### Recommended

- Wall-mounted signs located just above the display windows, preferably on a sign band, and not located above the belt course or first floor cornice.
- Projecting signs, located near the business entrance and below the belt course, and not extend beyond 6 feet from the building façade, or a distance equal to half the width of the abutting sidewalk, whichever distance is less. Projecting signs should have a minimum head clearance of 8 feet.
- Awning signs, provided the signs do not cover the entire awning.
- Artwork, icons, logos, and other simple messages that contribute to the positive character of the street.

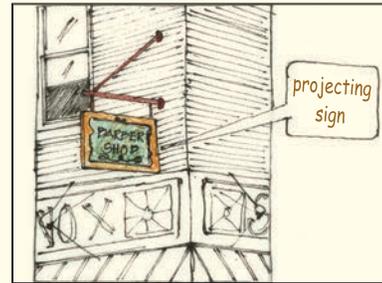
### Not Recommended

- Signs that block architectural elements of the façade.
- Interfere with door or window openings.
- Placed above the first floor.
- Be mounted higher than one story above the sidewalk level
- Avoid long, uncomplicated messages.

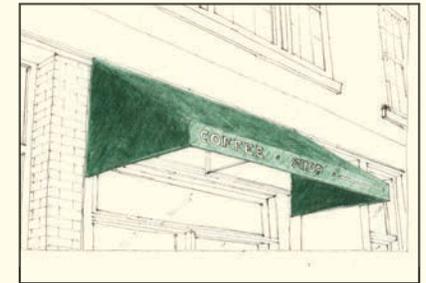
## Type

### Recommended

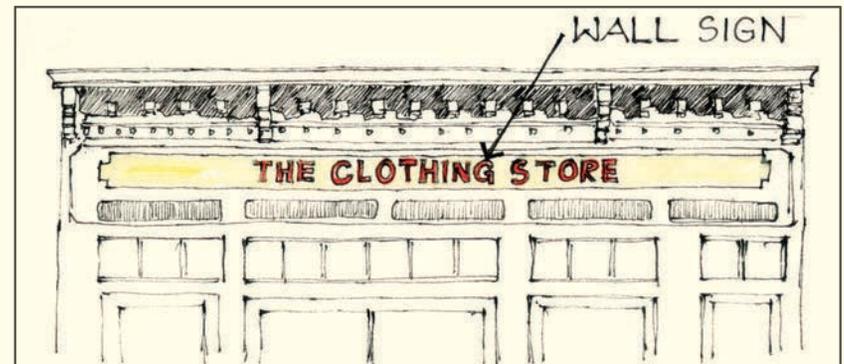
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- Projecting signs, located near the business entrance and below the belt course, and not extend beyond 6 feet from the building façade, or a distance equal to half the width of the abutting sidewalk, whichever distance is less. Projecting signs should have a minimum head clearance of 8 feet.
- Awning signs, limited only to the fringes and skirts.
- Artwork, icons, logos, and other simple messages that contribute to the positive character of the street.



Projecting Sign



Awning Sign



Wall Sign

***Number***

Recommended

- One entrance (main) wall-mounted sign.
- One projecting sign, where appropriate.
- One window sign, not to take up more than 10% of window
- One awning sign
- One sidewalk sign, to be removed after business hours

Not Recommended

- Using too many signs that are confusing and convey too much information.
- Signs taking up all window space.

***Materials and Finish***

Recommended

- Durable and weather-proof wood.
- Matte or dull finish to reduce glare.
- No more than three (3) colors, principal, lettering and border.
- One solid principal color that is compatible with the building, preferably colors such as burgundy red, forest green, chocolate brown, black, charcoal, and navy blue.

Not Recommended

- Plastic signs.
- Signs that produce glare.
- Incompatible, multi-colored signs.
- Temporary banner signage used as permanent signs.

***Illumination***

Recommended

- Subtle, indirect lighting.
- Externally lit sign that is top lit.
- Shielded light sources compatible with the building.

Not Recommended

- Internally lit.
- Obtrusively lit through flashing, moving lights or overpowering fluorescents.