
**Route 33/Corlies Avenue
Improvement Corridor
Architectural Design Guidelines**

prepared for:
**The Township of Neptune
Neptune, New Jersey**

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Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

Table of Contents

I.	Statement of Purpose.....	1
II.	Executive Brief and Design Guidelines Summary.....	2
III.	Architectural Design Guidelines.....	3
	A. Form, Configuration and Positioning on-site.....	4
	B. Height.....	4
	C. Roofs Types.....	5
	D. Doors and Windows.....	5
	E. Materials.....	6
	F. Color.....	7
	G. Architectural Styles, Ornamentation and Detail.....	7
	H. Signage	9
	I. Exterior Lighting.....	9
	J. Other Related Concerns.....	10
	Awnings.....	11
	Sidewalk Merchandising Displays.....	11
	Cafes/Sidewalk Dining.....	12
	Window and Storefront Security Grilles.....	13
	Fencing.....	13
	Flags and Banners	13
	Covered Walkways or Entries	13
	Trash Disposal/Storage Containers.....	14
	Window Air Conditioning Units	14
IV.	Examples of Acceptable Architectural Treatments.....	15
	A. Building Facades.....	16
	B. Architectural Ornamentation and Details.....	17
V.	Examples of Acceptable Signage Applications.....	18
	A. Permitted Signage and Marketing Elements.....	19
	B. Inappropriate Signage and Marketing Elements.....	20

I. Statement of Purpose

Design Guidelines, as outlined within this handbook, are to serve as a guide to commercial building property owners, business operators and developers in the implementation of either facade improvements, renovations or new construction. The Design Guidelines offer a wide range of building facade treatment design options and parameters which may be interpreted and adapted in the design process. The Design Guidelines also identify treatments which are considered inappropriate or unacceptable by Township Authorities.

All proposed improvements within the **Route 33/Corlies Avenue Improvement Corridor** are to be consistent with an urban ***“Multi-use Boulevard themed district”***. The Boulevard concept consists of a widened vehicular roadway with tree lined edges and introduction of landscaped or tree lined median strips, pedestrian features, and slowed traffic patterns. Ultimately, and through both streetscape and building improvements, the design of the ***“Multi-use Boulevard themed district”*** should provide both a clear ***“sense of community”*** and ***“architectural identity”*** and place emphasis on a ***“pedestrian friendly environment reflected in its architecture”***.

The Use Groups within the **Route 33/Corlies Avenue Improvement Corridor** are generally roadway commercial, fast food, convenience retail or office space, but several residential enclaves exist. Major components within the defined corridor include the Jersey Shore Medical Center, various medical offices, and proposed educational and child development facilities.

The Design Guidelines are to be applicable to any property which ***either fronts or has direct access from the Route 33/Corlies Avenue in Neptune Township east of Route 18.*** All such properties are to fully comply with the intent of these Design Guidelines and will be subject to review and compliance with the Design Guidelines by the Township of Neptune and its assigned professional reviewing representatives.

In addition to the Design Guidelines, all proposed improvements must also be in compliance with the Township of Neptune - Land Development Ordinance.

Commercial structures with upper floor or shared residential uses must fully comply. However, Single-family, Multi-family and Townhouse Residential Building Types are **exempt** from these Design Guidelines.

II. Executive Brief and Design Guidelines Summary

The Design Guidelines, which follow, are intended for the **Route 33/Corlies Avenue Improvement Corridor** in Neptune, New Jersey. Detailed Design Guideline narrative and examples are included in this handbook as to the specific architectural treatments. In addition to the expressed architectural treatments and facade design criteria, specific suggestions have been provided pertaining to signage, color and exterior lighting.

In brief, the Design Guideline *encourage* the following:

1. architectural treatment to relate to human scale and introduce various pedestrian oriented signage elements, canopies, architectural details, glass storefronts and entry lobbies, and awnings; designs featuring garage doors, massive walls and strip mall type storefronts should be avoided;
2. roof lines and parapet and building heights should be architecturally articulated, diverse in design form and varied in height;
3. use of materials should be consistent with sustainable design objectives utilizing brick masonry, architecturally faced block, stucco, systemized cement finish wall panel or fascia construction, factory painted metal frame doors, windows and storefronts, standing seam sloped metal roofing or heavy weight fiberglass/asphalt composite shingle roofing assemblies; designs featuring residential type horizontal vinyl siding, aluminum panels, painted or stained T-111 vertical grooved plywood panels, and unfinished aluminum storefront doors and frames, should be avoided; limited and selective use of simulated cedar vinyl shingles; fiberglass and other synthetic or aluminum composite materials will be considered as outlined;
4. building wall colors to be consistent with material selected; dominant colors to be in the earth tone range of brown, clay, gray, tan, black, green and sand; trim, roof and other facings are to be factory painted or finished;. Selection of secondary and tertiary building colors may be based upon corporate logo or standards; generally, metal roof and trim colors are to be dark green, jaded copper, aqua-marine blue, brown/mocha or stone gray.
5. architectural style may reflect traditional downtown or “Main Street” scale and form through either the renovation of existing structures in a manner consistent with its original design, or through the application of contemporary “post-modern” designs which are inspired by and are in keeping with classic architectural geometry incorporating colonnades, gables, hip roofs, towers, dormers, archways, and covered entries, atriums, repetitive window openings, arched and corbelled parapets, cornices, transoms and other architectural shapes, elements, details and forms as illustrated in the examples provided in this handbook.

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

III. Architectural Design Guidelines

All proposed improvements within the **Route 33/Corlies Avenue Improvement Corridor** are to be consistent with the described ***“Multi-use Boulevard themed district”***.

The designs for both new construction and renovation projects within the district should provide a ***“sense of community”*** and ***“architectural identity”*** different and apart from other neighborhoods and districts in Neptune Township.

It is important to remember that this corridor is neither a Victorian village, a replica turn-of-the century Main Street, nor an entertainment district...but a developing downtown corridor which interfaces with neighborhoods and significant community service destinations.

In essence, Corlies Avenue is a ***“gateway”*** to the many aspects of Neptune. It is the portal to the oceanfront and the historic district of Ocean Grove, it passes at the threshold of the Jersey Shore Medical Center and many of its supporting medical facilities. It is at the crossroads of both Routes, 18, 35 and 71 and is the arterial linkage between residential communities.

The corridor provides both pedestrian and vehicular access to nearly all Township of Neptune public buildings and related facilities including the Municipal Building, Police Station, Library, High School and, most significantly, the proposed major educational and child development and learning center.

Any proposed development and improvements must, therefore, be respectful of this corridor’s significance and place special emphasis on compliance with the proposed Design Guidelines. Special attention must be placed upon the promotion of a ***“pedestrian friendly environment which is to be reflected in its form and architecture”***. ***Sensitivity to human scale in combination with a relationship to the Boulevard theme must, therefore, be the first priority.***

The following Design Guidelines are intended to assist in the architectural rehabilitation, renovation and new construction design process through simple suggestions and language.

A. Form, Configuration and Positioning on-site

The three-dimensional form of a building and its roof shapes should:

1. be inspired and replicate classic and traditional forms and shapes; timeless architecture preferred;
2. assume urban massing and configurations and form but reflect neighborhood size and scale;
3. respond to the tree-lined widened Boulevard concept and pedestrian friendly downtown streetscape theme and objectives;
4. not be proposed in a simplistic linear commercial strip mall design or form unless architecturally articulated and embellished in a manner so as to enhance the pedestrian interface and emulation of a varied downtown architectural streetscape; and...
5. not be proposed in a manner which existing residential structures are altered so as to enclose existing porches nor be altered so as to depart from original door and window locations and types.

In keeping with land development ordinances, commercial structures should not be randomly situated on oversized and vacant lots, but be strategically sited to create visual relationships with sidewalks, street alignments and neighbors; create visual anchors at entries, provide interesting architectural perspectives featuring appropriate facade treatments; and maximize the pedestrian relationship to the sidewalk through the provision for parking in the rear, where possible.

Island-like positioning in the center of a lot for purposes of commercial development is discouraged.

B. Height

Building heights should generally not to exceed 2-stories except in major commercial office or medical facility structures, or where otherwise permitted by zoning regulation.

Variations to zoning or provisions to increased stories or height will be subject to review by the Township and approval by the local Planning Board.

Featured corner tower elements, tower time clocks and varied height parapet walls at the building facade are welcomed features and are exempt from restriction where such height do not exceed 40 feet from nearest top of curb height.

The articulation and provision of varied roof heights through the diversity of building volume and form is also encouraged.

4

C. Roofs Types

Hip roofs and flat roofs with arched or architecturally detailed parapets are preferred. The

use of gable roofs, with an 8:12 pitch or better, in combination with the use of dormers, eyelids or other similar roof elements is acceptable. .

The use of standing seam metal or heavy weight asphalt shingle roof construction is preferred and encouraged at hip, gambrel, gabled and other pitched roofs.

The application of mansard facade treatments is generally discouraged. However, such applications may be acceptable if designed proportionate to building scale rather than being undersized and oversized, and designed so as to be an integral component to the structure rather than to appear as a pasted or attached canopy.

D. Doors and Windows

Doors and windows should reflect the purpose of the building or functions performed at the place of business and may be either double or single in configuration; be constructed of wood or metal but preferably not brushed steel or unfinished aluminum; hardware is to be in keeping with the style of the door and the architecture of the building.

Storefront display windows should match or complement the doors and other trim. The use of transoms, arched window and creative window compositions or configurations are encouraged.

Second or other upper floor levels may utilize either fixed, casement, awning or other window types which complement the overall architecture of the building.

Use of double-hung windows should be restricted to either adaptive re-use or rehabilitations of existing residential building types or the construction of new residential buildings or when the construction of a new building is to take the aesthetic appearance of a townhouse, row home or retail business with apartment rentals above.

The integration of sidewalk oriented glass storefronts or window displays with pedestrian oriented entries or interior public spaces visible from the street should be an objective.

Whenever possible, designs featuring overhead garage doors and massive, long, unarticulated and uninteresting walls should be avoided and are especially unacceptable when facing or oriented to pedestrian ways and to the street front.

Facade designs should complement and reflect the pedestrian oriented Boulevard theme.

The proliferation of unimaginative strip mall storefronts is discouraged.

E. Materials

The selection of materials in any new construction along the avenue will likely set new standards for theme and quality. It is therefore critical to the overall district aesthetic of

the **Route 33/Corlies Avenue Improvement Corridor** that quality materials be utilized.

For purposes of consideration, a wide range of acceptable facade treatment materials has been identified as follows:

1. reinforced poured concrete, brick masonry or finished, split faced or glazed block masonry;
2. stucco, EFIS, or other simulated stucco/stone finishes or cultured or simulated stone panels or units, and fiber cement products which simulate brick masonry, stone and stucco;
3. cut marble, granite or natural stone veneer detailing or facing;
4. glazed curtain wall, composite aluminum panel, Alucobond or other similar pre-manufactured fascia construction materials;
5. factory painted or finished metal frame doors, windows and storefronts,
6. standing seam sloped metal roofing or heavy weight fiberglass/asphalt composite shingle roofing;
7. fiberglass, steel, concrete or masonry piers and columns.

The use of the above materials and building systems may be combined as required by individual programmatic and budgetary requirements.

For example, a 2-story row-house type commercial development may opt to stucco face the first floor office or retail storefront facade and provide a vinyl cedar shake shingle on the second floor. The use of differing materials may be greatly enhanced by the introduction of dormers, awnings and small bracket mounted signs which would be appropriate additions.

Proposed designs should not use oversized exterior plastic wall panels, long spans of residential type horizontal vinyl siding, painted or stained T-111 vertical grooved plywood panels, or unfinished aluminum storefront frame assemblies.

The limited and selective use of horizontal vinyl siding, wood clapboard, fiberglass and other aluminum composite materials will be considered when in construction of new residential buildings or when the construction of a new building is to take the aesthetic appearance of a townhouse, row home or retail business with apartment rentals above, or when use of such materials is to be in short spans or lengths or in limited manner so as to be an asset to the final design. Application of such materials will be reviewed on an individual case by case basis in accordance with these Design Guidelines.

F. Color

The choice of color is one of the most important decisions generated by a building owner or merchant. For purposes of this section, the selection of color applies to exterior facade finishes, awnings, doors, trim, architectural ornament, window and door frames,

Although often either a personal decision, or a decision driven by corporate identity, the selection of color will definitely impact the general character of the avenue.

As a general guide, and whenever possible, building color should be consistent with and reflect the nature of the material selected. Simply stated, natural materials, such as stone, should appear natural or stone-like. Stone should either be gray, brown, sandstone or limestone in color...not lime green, hot pink, lemon yellow nor purple.

Selection of secondary and tertiary building color may also be based upon corporate logo identity or corporate standards. Dominant standing seam metal roofing and trim colors are to be in the dark green, jaded copper, aqua-marine blue, brown/mocha or stone gray range, but various primary red, yellow and blue colors and variations will be considered during the review process when use of such colors is determined to be necessary or appropriate for limited surface areas. Use of corporate colors is subject to Township of Neptune review and approval.

Exterior siding, fascia, roofing and window and trim colors which are *specifically discouraged* include, bright pink, turquoise, magenta, orange, lime, purple fire engine red, any combination of camouflage or striped patterns, and any color in the day-glow or glitter or reflective paint range or group.

Manufactured materials such as metal roofs and composite fascia panels have greater color selection latitudes but should also be in the earth tone range of brown, clay, gray, tan, black, sand, burnt orange and ochre yellow. White is usually not preferred.

Exterior trim, roof and other facings are to be factory painted or finished in standard architectural colors available from the manufacturer. Building facades must have all window and door frames of matching color. The replacement of any single window or door frame must match all those existing or require that all others are made to match the replacement unit.

G. Architectural Styles, Ornamentation and Detail

Architectural styles to either reflect traditional downtown or “Main Street” scale and form through either the renovation of existing structures in a manner consistent with its original design, or through the creative application of contemporary “post-modern” designs which

7

are inspired by and are in keeping with classic architectural geometry incorporating colonnades, gables, hip roofs, towers, dormers, archways, and covered entries, atriums, repetitive window openings, arched and corbelled parapets, cornices, transoms and other architectural shapes, elements, details and forms.

Mixed uses require multiple entry doors and often offer design solutions which replicate

traditional Main Street buildings with office, retail or other commercial spaces on the street level and either residential, studio or other offices on the second floor.

Post-modern designs are contemporary in appearance but combine use of modern materials with classic or neo-classical architectural designs, often in an artistic and playful manner and in the mix of colors, scale and glazing.

In either case, architectural style, ornamentation and detailing solutions should:

1. be based upon traditional or classic architectural forms and geometry which feature colonnades, gables, hip roofs, towers, arches and archways;
2. incorporate repetitive window openings and patterns;
3. consider integration of defined covered entries or glazed atriums which front onto the avenue;
4. replicate and articulate classic architectural elements and ornament utilizing arched and corbelled parapets, masonry corner quoins, dormers and simple cornices and brackets;
5. visibly express structural elements including piers, posts, columns, changes in floor levels and changes in use so as to provide architectural interest;

The use of classic forms such as tower elements, hipped roofs, articulated parapets, cornices and other identified elements should be the basis for the design of proposed improvements. Designs should not be solely dependent on attaining a specific style.

Ornamentation and detailing, however, should be limited. It is important to remember and consider that this is not an extension of Ocean Grove, it is not to be a simulated Victorian Village, nor a fabrication of a turn-of-the-century Main Street, a southwestern frontier structure, an Medieval English cottage nor other specific period, regional or other international style that is without bearing to the immediate corridor area. Exemptions may be considered in the cases where the building use is either a take out food business or restaurant. In such cases, further consideration will be given to the architectural design but is again subject to final review and approval by the Township of Neptune and its reviewing professionals.

Architects and builder/developers should also become familiar with both existing or proposed structures within the **Route 33/Corlies Avenue Improvement Corridor** in order to design improvements appropriately. Pre-design workshops with Township Professionals and Consulting Architects may be helpful in this effort.

Refer to section **IV. Examples of Acceptable Architectural Treatments**, which provides "*images for inspiration*" and examples of possible architectural treatments.

H. Signage

Signs are one of the most prominent visual elements on the street and define the purpose of a building. If designed, signs add interest and variety to the streetscape and building

facade while enlivening the street scene. Signs may also detract from the architecture and negatively impact even the best designed storefront.

Proposed signs should be simple and clear. They should present the business without being loud or garish. Graphic symbols and simple messages are most effective. Signs should harmonize with the building's design.

In brief, recommendations regarding signage focuses on *four fundamental guidelines*:

1. signs to be professionally fabricated and installed; hand painted plywood and use of large white plastic panels are acceptable;
2. individually cut raised lettering may be illuminated either internally or externally; back lit box signs are not acceptable unless designed as a corporate graphic or logo;
3. signs carved in wood shall be professionally painted or gilded; small and varied projecting or suspended carved wood signs are acceptable;
4. limit number of signs per business establishment to any 3 approved types;

Signs must be compliant with the local sign ordinance but may be placed anywhere on a building.

Signage is best positioned when placed within given boundaries and in designated areas consistent with adjacent attached businesses, or in such manner so as to clearly identify the place of business but not as to overpower the scale of the place of business.

Signage should not obscure the building's architectural details or features.

The use of such words as "thrift", "bargain", or "used" should generally be discouraged on any signage. Signs should adhere to brevity and always relate to the premise on which they are positioned.

The application of paper signs, hand painted or drawn lettering, use of shoe polish and display of vendor sales decals, stickers and more than six (6) posters larger than 8 1/2" x 11" in dimension (or its total equivalent surface area) on glass doors and window storefront is strongly discouraged. Exceptions with regard to posters includes public, civic or community information posters which are displayed for a period of less than 30 days. Portable signs on wheeled wagons or carts are not acceptable. Changeable lettering systems, utilizing individual letters, must be located within designated marquee areas.

9

Preferred and suggested signage color schemes and suggested lettering styles are provided in this handbook. To assist in the design of storefront and building graphics and signage, a listing of prohibited and generally acceptable signs has been provided for easy reference.

Refer to section **V. Examples of Acceptable Signage Treatments**, which provides "*images for inspiration*" and examples of possible signage and graphics.

Architects, sign makers and builder/developers should also become familiar with both

existing or proposed structures within the **Route 33/Corlies Avenue Improvement Corridor** in order to design appropriate signage. Pre-design workshops with Township Professionals and Consulting Architects may be helpful in this effort.

I. Exterior Lighting

Exterior mounted lighting should be positioned so as not to impede passage by, or inflict harm to pedestrians nor create a visual barrier along the street. Gooseneck, bracket lamps, baffled spot lights, back lit sign lettering, neon tube and eyeball type surface mounted fixtures are generally acceptable.

Finishes should complement the architectural color schemes selected. Dark green, brown, barn red, sepia blue and white or black are generally preferred color choices.

Where lighting is related to signage, any of the above referenced types are acceptable. Individually cut raised lettering may be illuminated either internally or externally. Back lit box signs are not acceptable unless designed as a corporate graphic or logo which is always subject to final review and approval by the Township of Neptune and its reviewing professionals.

Architects, lighting designers and builder/developers should also become familiar with both existing or proposed structures within the **Route 33/Corlies Avenue Improvement Corridor** in order to design appropriate lighting.

Pre-design workshops with Township Professionals and Consulting Architects may be helpful in this effort.

J. Other Related Concerns

Items such as awnings, sidewalk merchandising displays, sidewalk dining, security grilles, fencing, banners, covered entries, trash disposal and pick-up enclosures and even window air conditioning units are not usually considered as part of the architectural design.

In most cases, these issues are addressed through the Planning Board review process, together with parking, landscaping, drainage, barrier-free site accessibility and driveway curb cut and traffic access.

10

Diligent planning and zoning prevents such issues from being oversights or aesthetic liabilities. The following segment of these Guidelines is intended to serve as an added checklist to assist in that process.

Items often thought of as “*related concerns*” can undo a good effort in facade design. These items, or “*related concerns*” may change what is actually seen by the public. The overall building could even be perceived as a negative contributor to the immediate area or district.

Each of these areas of design concern should be considered as extensions of the building and storefront facade design process:

1. Awnings:

Awnings shall be fabric type; manufactured of canvas or linen; vinyl and sheet plastic are not acceptable. Awnings may be designed so as to be placed over a single display window or door, or may be designed so to extend over the length of an entire storefront.

Colors should complement the proposed building design or improvement and be consistent with the preferred colors listed in the Index section of this handbook. Stripes are permitted; solids are preferred; the use of limited lettering reflecting the name of the establishment is acceptable, however, the placement of trade names, beverages, products, or other corporate logos is subject to review and is generally discouraged.

All awnings should be at least 7'-6" clear from sidewalk grade and not extend beyond 6'-0" from the building face or as otherwise mandated by Building Construction Code.

2. Sidewalk Merchandising Displays:

Although sidewalk displays add color and vitality to the street and pedestrian environment, they should be limited in application and use.

Unless done carefully and in limited manner, sidewalk merchandising, within this district, could become a contributors to sidewalk confusion and clutter.

Sidewalk displays for newspapers and other small items or seasonal rentals should be on either removable carts which are stored indoors overnight or are a permanent built-in display.

11

All such display intentions and built-in display cabinetry or devices *must* be included in the architectural design drawings and subject to review and approval by Township authorities.

Use of cardboard boxes and cartons is not acceptable.

Displays should not hamper the access or egress to the place of business and not extend beyond 3 feet from the building face. Exceptions may include flower and plant sales or bike rentals. In all cases, a 42"

minimum passage must be provided along all sidewalk pedestrian ways..

3.. Cafes/Sidewalk Dining:

Sidewalk dining usually consist of tables, chairs, umbrellas, serving carts and trash receptacles. Selection of chairs and tables should be a combination of small 24” to 36” tables with matching chairs. Tables and chairs should be of the same style and color for any given business

Picnic tables, lawn chairs, indoor dining furniture and mixtures of furnishings is discouraged. Uniformity in design is preferred in furnishings.

Pedestrian passage must be maintained. A minimum of 42” is required and 84” is preferred, if possible. Placement of dining furniture should be placed directly in front of and adjacent to the place of business in sidewalk situations. Where larger plaza type spaces are available, minimal clearance should be accommodated.

In all cases, food service carts containing trash or dirty dishes should be draped and maintained clean.

Umbrellas should all match canvas type or vinyl. Umbrella colors should complement the proposed building design or improvement. Color of umbrellas may match awnings, be a solid color or be segmented in alternating colors. Use of limited lettering reflecting the name of the establishment is acceptable, as are the placement of trade names, beverages or other corporate logos. As in the case of all facade treatments and related exterior concerns, all final graphics are subject to review and approval by Neptune Township authorities.

Where physically permissible, sidewalk umbrellas should not exceed 6 feet in diameter dimension. Umbrellas sized between a 4 to 5 foot dimension are preferred.

12

4. Window and Storefront Security Grilles:

Every effort should be made to conceal security grilles over storefront designs through architectural means or through the use of awnings. Location of the security storage grille boxes may be either interior or exterior mounted, but should be painted to match the exterior or trim colors of the building. Exterior mounted window grilles may be fabricated of ornamental iron or architectural lattice.

All security grille work should be painted dark green, brown, black or the

same color as the building exterior facade.

5. Fencing:

Chain link, painted wood picket and other slat wood fencing is not recommended. Painted wrought iron or vinyl clad tube and rail type fencing is preferred if required. Heights must be in compliance with local zoning restrictions.

Colors should be either dark green, black, gray, brown or white. Multi-colored and patterned colors and the use of bright non-earth tone colors is not permitted.

6. Flags and Banners:

Permanent flags and banners may be attached to masonry or framed exterior surfaces; mechanical fastening is acceptable. Banners should not extend beyond 42” from the building face; banner heights and sizes may vary, but in all cases must comply with local zoning restrictions.

Temporary sale or event banners are permitted but should not be displayed for more than a three (3) day duration and not more than three (3) times per year.

7. Covered Entries or Walkways:

Covered entries may be fabric or canvas type with lightweight aluminum tubular frame with anchored tie downs, but permanent structural covered entries and recessed entries are preferred.

The installation of covered entries should not be placed or constructed so as to impede flow of pedestrian movement nor create a safety concern through the creation of tripping hazards, unsafe structural projections or headroom clearance limitations.

13

8. Trash Disposal and Storage Enclosures:

Areas of designated trash disposal and pick-up should be remote from outdoor dining and pedestrian walkways and must be adequately shielded by appropriate screening, masonry walls, fencing, gates and landscape as required and subject to review and approval by Township of Neptune.

9. Window Air Conditioning Units:

Window mounted AC units are not permitted in new construction. Existing

structures utilizing window AC units should position units away from street view to the extent possible.

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

IV. Examples of Acceptable Architectural Treatments

The purpose of this section is to provide a quick visual impression of the architectural character and specific treatments preferred and as suggested by the Guidelines.

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

A. Building Envelope and Exterior Facades

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

B. Architectural Ornamentation and Details

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

V. Examples of Acceptable Signage Applications

The purpose of this section is to provide a quick visual reference and guide as to the selection of typeface lettering as suggested within this handbook. In addition, a listing of permitted and inappropriate signs and marketing elements is provided.

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

A. Permitted Signage and Marketing Elements

The following is a list of signage which is permitted within the **Route 33/Corlies Avenue Improvement Corridor**:

1. Any commercial sign fitting within the parameters as set forth by the suggested storefront or business sign in compliance with the locations, lettering style, signage combination, color or other criteria established by local zoning or as described herein.
2. Historic tablets, cornerstones, memorial plaques. and emblems which do not exceed 6 square feet in area and that are placed by government agencies, civic or religious organizations.
3. Flags or emblems of religious, educational, civic or governmental organizations displayed on buildings or grounds occupied by the organization; and the National, State or Local flag where displayed in accordance with the laws and guidelines promulgated by the

Federal Government or other jurisdictional authority.

4. Signs indicating public transportation stops when approved or installed by public transit or municipal authorities.
5. Temporary and permanent traffic signs and signals installed by township, county, or state agencies for the purpose of directing or regulating the flow of traffic.
6. Kiosk or community information bulletin boards designed as permanent streetscape installations as part of the improvement area concept plan.
7. Non-illuminated directional signs identifying parking areas, loading zones, entrances, exits and similar conditions. The signs may include a business name but not exceed 4 square feet in area.
8. Warning, no trespassing or other safety signs not exceeding 4 square feet in area.
9. Name and numerical plates identifying residential addresses where such signs or numerals are affixed to a house, apartment, second floor dwelling or town home, where signage does not exceed 12 inches in height and 1 square foot in area.
10. Signs which are an integral part of vending machines, gas pumps, or convenience store corporate logos.
11. Temporary posters promoting public functions, charitable events, or other fund raising events for a period of (30 days or less) when posted inside of commercial establishments but not exceeding a 10% total coverage of the total storefront glazed area.
12. Temporary political posters in accordance with local requirements.

Rt. 33/Corlies Ave. Improvement Corridor - Design Guidelines

B. Inappropriate Signage and Marketing Elements

The following is a list of signage or other marketing elements which are unacceptable within the **Route 33/Corlies Avenue Improvement Corridor**:

1. Any new signs not in compliance with the design criteria as set forth in the design guidelines or local zoning regulations.
2. Any sign which in the judgment of the Neptune Township Police Department or in the opinion of the Zoning Officer constitute a traffic hazard.
3. Signs using red, green or amber lamping placed within 100 feet of any traffic control or signal device.
4. Signs which utilize mirrors or other reflective surfaces which may disorient or cause a safety concern or the use of aluminum foil wraps.
5. Signs revolving or signs using blinking, flashing, vibrating, flickering, tracer or

sequential lighting techniques.

6. Signs or billboards erected on or positioned on roofs.
7. Signs using words such as “STOP”, “DANGER”, “LOOK”, or other similar terms which are placed in a manner or position which may misinform, misguide or potentially confuse the public in the judgment of the Neptune Township Police Department or in the opinion of the Zoning Officer.
8. Signs which attempt to imitate or otherwise cause confusion with existing signs erected by any government authority
9. Signs advertising a product or service not sold or provided on the premises the sign in located or directing the public to other locations.
10. Inflatable figures or oversized balloon type ads or promotions.
11. Marking or painting of public sidewalks in an effort to create signs or marketing or directional information to attract business traffic.
12. Use of poorly hand lettered paper or cardboard signs taped onto windows or doors, other than grocer type posters which may be utilized where signs are professionally lettered and displayed in an orderly manner.
13. Portable signs on wheeled wagons or carts are not acceptable.
14. Changeable lettering systems, utilizing individual letters, may only be located within designated marquee areas, or as otherwise approved by Township review.