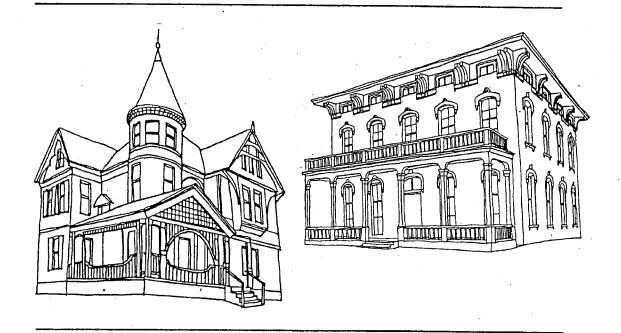
Ocean Grove Historic District Commercial Building Facade Architectural Design Guidelines



prepared for:

The Township of Neptune Neptune, New Jersey

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I. Statement of Purpose and Approval Requirements

Any work performed at all public or commercial structures, within the Ocean Grove Historic District is to fully comply with the intent of Commercial Building Facades Architectural Design Guidelines, hereafter referenced as The Design Guidelines, and will be subject to review by the Historic Preservation Commission of the Township of Neptune and its assigned professional reviewing representatives.

The Historic Preservation Commission acts in an advisory capacity to the Planning Board and the Zoning Board of Adjustment for the Township of Neptune, and has final authority to the review of all projects not requiring approval of either of those boards.

A Certificate of Appropriateness must be obtained from the Historic Preservation Commission prior to the procurement of a Construction Permit and/or commencement of any work whether it requires a construction permit or not. Included in the term "work" is all painting, signage, and repair, restoration, alteration, addition or new construction where siding, windows, doors, trim, decorative ornament, porches, balconies, railings, shutters, awnings, fences, exterior lighting or roofs, or any change to any other exterior elements visible to public view or otherwise impacted by a proposed change or improvement.

As part of the review by the **Historic Preservation Commission** in consideration prior to the issuance of a *Certificate of Appropriateness*, the Commission will consider the effect of the proposed work on the preservation and enhancement of the Owner's property, adjoining properties, and the **Ocean Grove Historic District** as a whole.

In making its decision, the Commission will review the applicant's compliance with **The Design Guidelines**. The Commission will also consider how well the proposed work conforms to the building's original architectural style and choice of appropriate colors, material and ornamentation.

In cases of new construction, the Commission will also consider the mass, proportions, architectural style and rhythms, and relationship to the size and scale of the proposed building or structure's surroundings.

Applicant's are to apply for a *Certificate of Appropriateness* at the Planning Board offices of the Township of Neptune and are urged to be prepared to demonstrate compliance with **The Design Guidelines** through submission of manufacturer's material and color samples and any sketches, renderings, plans or photographs that will assist the Commission in making a decision. New construction and proposed additions will require drawings prepared at a minimum of a 1/4" to 1'-0" architectural drawing scale.

Proposed improvements must also be in compliance with all aspects of the Township of Neptune-Land Development Ordinance and the Uniform Construction Code as set forth by the State of New Jersey enforced by the Township of Neptune Construction Code Enforcement Department.

Commercial buildings with upper floor(s), or shared residential uses, including all hotels, inns, bed and breakfasts are not exempt and must fully comply with The Design Guidelines as described herein.

Single and multi-family Residential Building Types, including all cottages, condos, two-family dwellings or other similar residence types are <u>exempt</u> from the standards and requirements of **The Design Guidelines** but must still comply with the **Historic Preservation Guidelines** as set forth by the Historic Preservation Commission.

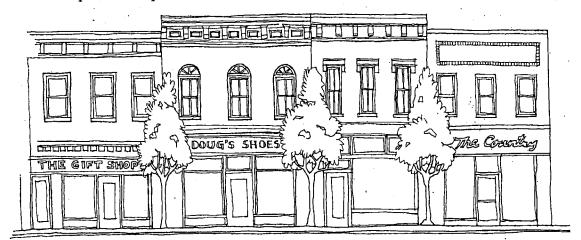
The primary objective of **The Design Guidelines** is to define the significant elements of a building's appearance and establish standards for preserving and enhancing those elements which address repairs, restorations, renovations, alterations and additions to existing historic building facades, as well as design parameters for all proposed new construction within the Historic District.

The Design Guidelines, as outlined within this handbook, are to provide uniform standards and serve as a guide to commercial building property owners, business operators and developers in the implementation of all exterior facade improvements associated with any exterior repairs, restorations, renovations, additions or new construction, but do not address or regulate the Owner's or Occupant's selection of interior floor plan, finishes or materials.

The Design Guidelines will serve as an basis for review by local authorities in all review, approval considerations and related approval decision-making.

The Design Guidelines also offer a range of acceptable building facade treatment design options and suggestions which may be referenced during the building facade design process. Unacceptable solutions and treatments are also identified.

Refer to Section V. Sample Architectural Treatments, which provides both acceptable and unacceptable examples architectural treatments.



II. Historic Architectural Styles

Architectural styles commonly found in Ocean Grove Historic District include Gothic Revival, Colonial Revival, Italianate, Stick Style, Shingle Style. Queen Anne, American Four-Square, Bungalow/Craftsman and Pattern Book Victorian. All of these styles are within the defined bounds of the "Victorian Era of Architecture". However, much of the commercial architecture in Ocean Grove may be characterized as a "Vernacular" style, or more even more specifically...a "Seaside Vernacular".

The "Vernacular" style, traditionally built by local artisans or craftsmen, is actually a mixture of architectural styles which can be found within a given geographical or cultural area. The "Vernacular" style structures were often either simplified or combined other styles and sometimes borrowed elements from various architectural periods.

Commercial buildings found on Main Avenue include various hybrid examples of Turn-of-the-Century "Main Street" designs in combination with excellent examples of urban and seaside Victorian architecture, while the inns, hotels and other service business buildings, throughout Ocean Grove, feature a wider variety of Gothic Revival, Queen Anne and Stick styles and the Italianate form.

Overall, the many fine examples and expressive variations from both the late 19th Century Victorian and early 20th Century architectural eras makes Ocean Grove a very special place with a wealth in architectural inspiration and interest.



III. Design Guidelines Executive Brief

In brief, The Design Guidelines set forth the following:

- 1. All proposed commercial building improvements to existing buildings or structures and alteration, addition and new construction within the Ocean Grove Historic District should be consistent in style with the "Victorian Era" and "Seaside Vernacular" of this nationally designated landmark community.
- 2. All proposed commercial building improvements should complement the architecture of neighboring structures and businesses, especially where other improvements have already been implemented to preserve, repair, restore, or reconstruct historic facades, architectural ornamentation or other exterior elements.
- 3. All original exterior wall materials should be *repaired*, *restored or reconstructed*, in that order, rather than being replaced with alternate or modern day siding or surfacing materials. Where possible, probes to uncover original materials should be performed to ascertain the "*restorability*" of the original materials if they have been covered by layers of improvements over the years.
- 4. All architectural treatment to relate to human scale and introduce various *pedestrian oriented* signage elements, canopies, architectural details, storefronts and awnings.
- 5. Architectural style of existing structures should always reflect the original design.

The Design Guidelines, which follow, are intended to assist in the determination of preferred architectural treatments within the Ocean Grove Historic District.

Architectural geometry may incorporate covered porches, colonnades, high peaked gables, towers, turrets, dormers, archways, recessed or covered entries, repetitive window openings, corbelled parapets, cornices, transoms and other decorative architectural elements and details as illustrated in the historic reference detail image plates and other examples provided in this handbook. In addition, various suggestions have also been provided which pertain to signage, color and exterior lighting.

Refer to Section V. Sample Architectural Treatments, which provides examples of possible architectural treatments.

Non-compliance with **The Design Guidelines** will result in unacceptability for approval by the Historic Preservation Commission.

IV. Commercial Buildings Architectural Design Guidelines

All proposed architectural improvements within the Ocean Grove Historic District are to be consistent with the described "Victorian and Seaside Vernacular" style.

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

A. Form, Height and Mass

New commercial structures must not be randomly situated on lots, but be strategically sited to create visual relationships with adjacent structures, sidewalks and street alignments in addition to compliance with the local land use ordinance.

Proposed renovations of commercial buildings should recreate or reconstitute the original form, height and mass or maintain the characteristics of the current structure where form, height and mass are either historically or architecturally significant.

All proposed improvements should maintain or provide a strong pedestrian relationship to the sidewalk.

In brief, the three-dimensional form, height and mass of a any commercial building or structure either undergoing repair, restoration, renovation, alteration, addition or in the case of new construction, should:

- 1. Follow a pattern of site utilization similar to adjacent buildings while observing all setback regulations.
- 2. Extend from the rear or sides of the building unless demonstrated to be beneficial to consistency in alignment with adjacent commercial building fronts and/or beneficial to the historic context of the streetscape or district.
- 3. Have heights generally ranging from one and one-half to three stories unless otherwise pre-existing. Towers, cupolas and turrets are exempt from this height guideline. Proposed new construction should not exceed a top of roof ridge or perimeter parapet wall height of 35 feet where such height is determined by averaging the distance from grade to top of the roof ridge or perimeter parapet. Each grade to top of roof or perimeter parapet measurement must be taken at a point not less than 6 feet from each corner of the building.
- 4. Avoid volumetric enclosure of any front porches and covered entries. Any such enclosure with an opaque material shall be deemed unacceptable.

Refer to Section V. Sample Architectural Treatments, which provides examples of historically appropriate architectural solutions.

B. Roofs Types

Roofs consistent with the Gothic Revival, Colonial Revival, Italianate, Second Empire, Stick Style, Queen Anne, American Four-Square and Pattern Book Victorian as well as Victorian Eclectic roof designs are most common to many of the existing commercial buildings, inns and hotels in Ocean Grove. Towers, turrets, various gables and dormers are often featured in these designs in combination with low profile hip, high pitched gable and flat pitched built-up roofs.

In brief, the roof type of a any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed as new, should:

- 1. Retain and restore all existing historic roof lines, shapes and form which are consistent with the architectural styles listed above. Decorative chimneys, weather vanes, and ornamental roof cresting should be preserved.
- 2. Repeat and replicate existing elements of the original design where additions or alterations are proposed. The design of all new gable roofs should observe an 8:12 pitch or greater, a 12:12 pitch is preferred. The inclusion of dormers, roof eyelids or other similar roof elements consistent with architectural ornamentation and style, is both acceptable and encouraged. The introduction of modern skylights and solar collectors are not acceptable.
- Utilize either formed copper, slate or dimensional asphalt shingles on all pitched roof surfaces. Roofing materials which emulate wood or slate shingles are acceptable. The choice of material type in the application of rolled or built-up roofing on flat roofs is unrestricted.
- 4. Avoid use of rolled roofing, modern standing seam factory painted metal roofing, and shingles of inappropriate color, such as white or green.
- 5. Avoid introduction or application of any new mansard type facade treatments.
- 6. Avoid placement of TV Satellite and other mechanical HVAC devices on roofs in a manner visible to public view.
- 7. Avoid removal or alteration of historic or original roof overhangs, dormers, gables, soffits, eyelids, cupolas, turrets and towers unless requiring reconstruction and so approved by the Historic Preservation Commission. Such removal without justified cause or plan for replacement will be deemed unacceptable.

C. Doors

Doorways, storefronts and porches are often the central focus of a historic commercial building. Therefore, the size, shape and location of the door and its overall aesthetic relationship to either the storefront or porch...is very important.

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

Specifically, the door or doors, of a any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed as new, must:

- 1. Reflect the purpose of the building or functions performed at the place of business and may be either double or single door leaf in configuration.
- 2. Retain the original size and shape of the doorway, and preserve or reconstitute the design of transom lights, fanlights, sidelights, related pilasters, entablatures, hardware and trim. French doors are acceptable where application is appropriate.
- 3. Retain or replicate the panel and glazing configuration of the door design as per the original or otherwise determined to be historically appropriate.
- 4. Reflect historic proportions with either arched or squared headers.
- 5. Fabricate doors in hardwood, or other solid core wood or be metal or vinyl clad with a solid paint color. Door trim and surrounds may be ornamented, grooved or simple and be of either wood or painted metal.
- Avoid unfinished or anodized aluminum doors, trim and hardware common to modern day storefronts.
- 7. Avoid use of modern glazing patterns and sliding glass doors.
- 8. Avoid colonial style doors with recessed or scalloped upper panels with cross buck or "x" shaped bottom panel trim.
- Avoid change of existing or historic door opening to accommodate new or stock door size. Use of such door and alteration of any such door opening will be deemed unacceptable by the Historic Preservation Commission.
- 10. Avoid clip on muntins, door grilles or grids. True divided light door glazing pane assemblies are preferred. Simulated divided light door glazing pane assemblies are acceptable.

- 11. Avoid street front oriented garage doors. However, where an integral part of the place of business, any commercial garage door should be "Carriage-House" in type and design and may be overhead, swing or folding type. "Carriage-House" garage doors utilizing solid wood panels or narrow vertical tongue and groove wood facing are preferred.
 - "Carriage-House" garage doors may be fabricated with either decorative cross board supports or be of raised panel designs. The garage doors may also feature true divided lights where natural light or visibility into the garage is required.
- 12. Avoid use of modern day unfinished aluminum storm/screen doors. Acceptable storm/screen doors should be Victorian style with decorative elements common to that era, or be of plain storm door framing. Storm/screen door frames should follow the general design and disposition of the inner door to the extent feasible and be constructed of either wood with natural finish, wood with painted finish, or metal with either factory baked or painted finish. Color coordination with window trim and sash is preferred.

Refer to Section V. Sample Architectural Treatments, which provides examples of possible architectural door solutions.

D. Windows

Windows reflect the and express the identity of a building more than any single feature. Altering the window shape, pattern and rhythm may result in the loss of the building's architectural identity and cause aesthetic disfigurement. The window, by definition, includes the window frame, sash, glazing, decorative glass, panes, sills, heads, moldings, exterior shutters and associated window hardware.

The late 19th Century and early 20th Century buildings feature a wide variety of window configurations both in residential and commercial building types, however, most prominent is the double-hung window. Double-hung windows are rectangular or low-profile arched top sash with combined sash configurations of either 2/2 (two over two), 1/1, 2/1 or multi-paned glazing patterns.

Bay windows, larger fixed plate storefront windows with transoms, and other ornamental oval or hexagonal windows are of that period are acceptable. Casements, hopper, awning, jalousie, inappropriate or historically unprecedented sash combinations such as 6/2 or 8/4, bow and composite picture windows are not acceptable.

Replacement with inappropriate window types or sash configurations will or any proposed new construction with inappropriate window types or sash configurations will also deem the application unacceptable by the Historic Preservation Commission

All window replacement and construction of any new building or structure will require compliance with the new IBC (International Building Code). All such windows will be required to be manufactured of impact resistance glazing and meet all requirements as set forth by the IBC.

Storefront display windows should match or complement the doors and other trim of that building or structure. The use of transoms, arched window and historically correct multipane window compositions or configurations are encouraged.

All new window patterns and rhythms in proposed new structures or storefronts must be consistent with and complement adjacent existing structures.

Specifically, windows in commercial buildings or structures undergoing repair, restoration, renovation, alteration, addition or proposed as new, must:

- 1. Make every effort to repair and restore all windows and the associated components. If replacement is required, due to deterioration, the replacement should duplicate the original design and be consistent with the time period. In the event duplication is either technically or economically not feasible, a simplified version will be considered by the Historic Preservation Commission when window size and shape is of the same proportion.
- 2. Retain existing window locations in existing structures.
- 3. Retain the original size and shape of all existing window frame and sash.
- 4. Preserve or reconstitute window transoms, associated hardware and trim.
- 5. Retain or replicate the glazing configuration(s) as per the original or otherwise determined to be historically appropriate.
- 6. Avoid installation of windows which are inappropriate modern types, including casements, hopper, awning and jalousie.
- 7. Avoid clip on muntins, window grilles or grids. True divided light window pane assemblies are preferred. Simulated divided light window pane assemblies are acceptable.
- 8. Design and position new windows to reflect historic patterns, complement adjacent storefronts and buildings, and where appropriate, narrow and tall window proportions and complement with either arched or squared header tops.
- 9. Fabricate all replacement or new windows in historic proportions and in wood or as otherwise manufactured and clad in either metal or vinyl.

- Avoid unfinished or anodized finished aluminum windows, frames, trim and hardware common to modern day storefronts. Such use or application will be deemed unacceptable.
- 11. Avoid use of modern window types and glazing patterns such as skylights and sliding glass doors. Use of such units will be deemed unacceptable. French doors are, however, will be considered where application is appropriate.
- 12. Avoid use of modern day unfinished aluminum storm/screen windows. Acceptable storm/screen windows should be Victorian style with decorative elements common to that era. Storm/screen frames should follow the general design and disposition of the inner window sash. Storm/screen frames may be constructed of either wood or metal with matching window color painted finish.
- 13. Avoid installation of window shutters which are either too short, long, wide or narrow. When applied, shutters should either be functional or give the appearance of being functional with hinged hardware. Shutters may be attached to the window frame but should always be dimensioned so as to be just above the sill and below the lintel. Shutter width should also be calculated so that, if closed, the two leaves would meet at the center line of the window. Shutters are preferred to be wood, however, if formed of aluminum or vinyl or other synthetic material, shutter width should be at least 1" thick.

Refer to Section V. Sample Architectural Treatments, which provides examples of possible architectural window treatments and solutions.

E. Exterior Facings and Materials

Commercial buildings within the Ocean Grove Historic District are a mix of construction type including wood frame, masonry bearing wall and wood frame with masonry veneers.

However, with notable exceptions, such as the Camp Meeting Association, the Post Office Building, several smaller Main Avenue business structures and the Old Neptune High School (now the Jersey Shore Arts Center), most buildings, subject to decision made by the Historic Preservation Commission, are for wood frame construction with siding of either wood shingle, clapboard, board and batten, a variety of vertical beaded boards or asbestos shingle.

In general, the Historic Preservation Commission discourages the replacement or covering of wood siding materials with synthetic materials.

Exterior materials used in new construction should be compatible with historically appropriate materials and the neighboring buildings and structures and may include either wood or synthetic materials in the form of either wood shingle, clapboard, board and batten, or vertical beaded boards.

Use of red, brown or used brick veneers is acceptable, however, use of glazed, split face, yellow, white or otherwise colored brick masonry units is unacceptable. Piers and exposed foundations may be stucco on concrete block, brick masonry, or rough cut stone.

Specifically, the exterior wall treatment of a any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed as new, should:

- 1. Make every effort to repair and restore all existing wood siding. Where siding has been layered or covered by aluminum or vinyl siding or other synthetic material, a demonstrated effort must be made in the discovery of the condition of any original siding or facing materials prior to proposing re-siding. Where asbestos shingle exists, the Owner has the option to either have the material properly removed and disposed or encapsulated by covering with a new siding material.
- 2. Replicate and replace the existing form and dimensions of the siding, where determined to be deteriorated or missing. Replacement wood siding materials should match the original building or structure. Replacement with synthetic material will be considered where Owner is determined to use such material only if material is of a historically appropriate width and dimension. Acceptable synthetic materials include vinyl and cement fiber shingles or boards.
- 3, Retain proper clearance dimensions between sill boards, corner boards, cornices, crown moldings at windows and other trim. Layering of siding over existing material is not acceptable. Profile of new siding material must be within face of all such trim.
- 4. Retain proper clearance dimension between proposed finished siding material and window surrounds. The profile of new siding material must not extend beyond the face of all such trim.
- 5. Retain, re-instate or incorporate in new construction, appropriate corner board details in all siding and shingle applications.
- 5. Avoid covering or capping of window surrounds with aluminum or vinyl.
- 6. Avoid any use of synthetic siding with simulated wood grain in either re-siding or new construction applications.
- 7. Avoid any work which obscures, removes or otherwise encases existing cornices, decorative brackets, ornamental overhangs, fascia or soffits.
- 8. Address re-pointing of all existing masonry joints where mortar has deteriorated or fallen away.

- 9. Re-set any removed architectural ornament from the existing building or structure upon completion of siding repair or replacement.
- 10. Avoid any use of exterior synthetic wall panels, long spans of vinyl or wood clapboard siding, painted or stained T-111 vertical grooved plywood panels, or pre-fabricated modern day aluminum storefront frame and panel assemblies.
- 11. Generally, designs featuring garage doors and massive, long, unarticulated and uninteresting walls should be avoided, especially when oriented to pedestrian ways and to the street or other pedestrian areas.

Refer to Section V. Sample Architectural Treatments, which provides examples of possible architectural treatments.

F. Ornamentation, Columns, Railings and Trim Details

The use of classic elements such as decorative tower elements, gable details, cresting, articulated parapets, ornamental cornices and other features, common to the "Victorian and Seaside Vernacular", should be retained, restored, identified as missing and replaced. Replication of various commonly used detailing is encouraged in instances of new construction, where appropriate.

In Ocean Grove, commercial buildings generally fall into two categories. First, those which are clearly architectural landmarks and exhibit the qualities of ornamentation and detailing in keeping with **The Design Guidelines**, and those which have little, none or simply inappropriate architectural detailing and are candidates for facade renovation and improvement.

In cases where ornament is lavish, the detailing was often crafted in wood and almost always in an assemblage of smaller pieces. Frills and lacework may be repaired and replicated, especially where pieces have been nailed, glued or screwed together. It is usually possible to remove the deteriorated pieces and replace them with new sound pieces, thereby allowing the trim detail or assembly, to continue its life as part of the building or structure.

Specifically, ornamentation, column, railing and other detailing solutions for either existing or proposed buildings or structures should:

1. Retain, restore or replicate historic architectural elements and ornament including corbelled parapets, decorative cornices, fascia brackets, porch and balcony railings featuring ornamental flat slat spindles or balusters, columns, covered porches, high pitched gables with gable ornament, roof ridge cresting, roof finials, turrets, towers, lattice porch panels and ornamental newel post caps.

- 2. Visibly express structural elements including piers, posts, columns and changes in floor levels so as to architecturally define building segments from the exterior.
- 3. Either consider fabrication of ornament and details in wood or opt for replacement with appropriate and equal forms, castings and moldings as currently manufactured in synthetic materials.
- 4. Avoid vinyl, aluminum, cast iron, wrought iron railings, and railings that are either rectangular or nominal 2" x 4" in dimension.
- 5. Verify Compliance with Code height must be considered and exemptions based upon historic premises and allowances reviewed and certified by a licensed professional to assure safety.
- 6. Utilize wood railings. Balusters must be either turned or jig-sawed flat slat type, or be 2" square (actual size allowed 1 1/2" x 1 1/2") and be spaced at a minimum of 4" on center. Iron pipe may be utilized on early 20th Century buildings, but is subject to review by the Historic Preservation Commission. Vinyl coated railings are not preferred but are acceptable when all design criteria are met.. Application of modern deck spindles is not acceptable is any case.
- 7. Utilize top and bottom rails, spindles and balusters which historically depict original forms and contours. End of top and bottom railing guards must be fastened to building, structure, column or newel post without use of metal or vinyl sleeve, pocket or hanger visible to the eye, nor shall any screws or other fastening devices be left visible. Counter-sinking nails and screws with appropriate plugs is required.
- 8. Avoid use of vinyl, aluminum, plywood and gypsum board outdoor porch and balcony ceilings.
- 9. Utilize narrow tongue and groove hardwood boards on all outdoor porches and balcony ceilings. Boards may be painted sky blue, gray or white, be oiled or stained or be varnished.
- 10. Avoid use of fiberglass, outdoor carpet, poured concrete, brick paver and modern pressure treated wood plank deck treatments on all porches and entries visible from the street and within general public view.
- 11. Utilize narrow tongue and groove hardwood boards on outdoor porch and balcony floor decks. Boards may be painted gray, be stained or be varnished.
- 12. Avoid use of brick, concrete block, cast iron and aluminum posts on porches and balconies, and any post under the size of 4" x 4" in dimension.

13. Utilize wood or fiberglass (square or round) columns, caps and posts, or columns and posts which are clad with shingle or stucco material as deemed historically correct and applicable.

Architects and builder/developers should also become familiar with both existing or proposed structures within the **Ocean Grove Historic District** in order to design improvements appropriately. Pre-design workshops with Township Professionals and Consulting Architects may be helpful in this effort.

Refer to Section V. Sample Architectural Treatments, which provides examples of possible architectural treatments.

G. 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 and most hooded surface mounted fixtures are generally acceptable.

Modern commercial lighting techniques such as back lit plastic signs, illuminated boxes, tracer lights, neon tubing, flashing lights or signs, and illuminated free-standing sign posts are not acceptable.

Finishes on exterior lighting fixtures should complement the architectural color schemes selected and reflect accurate period color choices. Dark green, brown, barn red and black are generally preferred color choices.

In brief, the exterior lighting of a any commercial building or structure either undergoing repair, restoration, renovation, alteration, addition or proposed as new, should:

- Be positioned so as not to impede passage by, or inflict harm to pedestrians nor create a significant visual barrier along the street.
- 2. Utilize either gooseneck, bracket lamps, visually baffled lights and hooded surface mounted fixtures.
- 3. Be illuminated externally where individually cut or raised lettering is utilized. Any of the lighting fixture types listed above would be acceptable.
- 4. Avoid any modern commercial lighting techniques such as back lit plastic signs, illuminated boxes, tracer lights, neon tubing, flashing lights or signs, and illuminated free-standing sign posts, all of which are not acceptable. Placement of emergency lighting fixtures mounted on building exteriors is acceptable.

- 5. Not extend light systems or devices onto public features and right-of-ways beyond the boundaries of the lot on which the place of business is performed.
- 6. Not install lighting posts, street lamps or illuminated sidewalk lanterns or bollards of any type onto public features and right-of-ways beyond the boundaries of the lot on which the place of business is performed.

Architects, lighting designers and builder/developers should also become familiar with both existing or proposed structures within the **Ocean Grove Historic District** in order to design appropriate lighting.

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

H. Gutters:

Originally many 19th Century buildings did not have roof drainage gutters and leaders. Steep roof slopes and extended overhangs kept water away from exterior walls and foundations.

In some instances, box gutters were integrated into the design in a manner so as to conceal the gutter into the structure's eaves. Where box gutters still exist today, it is preferable to retain them instead of installing hanging gutters.

It should be noted that hanging gutters may interfere with decorative brackets, fascias and eaves trim in some instances. Such visual conflicts should be avoided.

However, it is common practice to install or retrofit gutter and leader systems onto existing buildings and hanging gutters and leaders are almost always specified on small to medium sized new construction.

In brief, the gutter and leader types to be installed on any commercial building or structure undergoing repair, restoration, renovation, alteration, or addition or proposed as new, must:

- 1. Be always fabricated in a half-round gutter design with round pipe leaders.
- 2. Be fabricated of copper, aluminum or galvanized metal and painted to match the trim.
- 3. Avoid use of modern K-type gutters and rectangular leaders.
- 4. Avoid use of any PVC (poly vinyl chloride) pipe systems or solutions.

I. Awnings:

Awnings add color and vitality to the streetscape and add interest to a building in addition to providing shade and weather protection.

In brief, awnings for any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed as new, should:

- 1. Be of a fabric type and 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.
- 2. Complement the proposed building design or improvement and be consistent with the preferred colors listed in the Index section of this handbook. Striped awnings with up to three colors are permitted while solids are usually preferred.
- Limit the use of lettering on the proposed awning. Lettering must reflect the name
 of the establishment. The placement of trade names, beverages, products, or other
 corporate logos is subject to review and is generally discouraged.
- 4. All awnings should be at least 7'-6" clear from sidewalk grade at their lowest point and not extend beyond 6'-0" from the building face or as otherwise mandated by Code.

J. 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.

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 the Township of Neptune, the Historic Preservation Commission.

In brief, sidewalk merchandising displays for any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed as new, should:

- 1. 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..
- 2. Avoid use of cardboard boxes and cartons in the display of merchandise.
- 3. Avoid use of inflatable devices and interior type furnishings such as chairs, sofas, clothing racks or wide mix of varied display devices, items or props. Push carts, tables, pedestals and display racks are generally acceptable.

K. Cafes/Sidewalk Dining:

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

Sidewalk dining usually consist of tables, chairs, umbrellas, serving carts and trash receptacles.

In brief, sidewalk dining elements adjacent to any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed as new, should:

- 1. 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. Chair and tables are preferred to be ornamental in style and representative of the Victorian Era. Use of other more modern stamped plastic molds are discouraged, however, use of such furniture will be approved when all furniture is matching and is either black, brown or dark green in color.
- 2. Observe a pedestrian passage right-of-way which must be maintained. A minimum of 42" is required and 84" is preferred, if possible. Placement of dining furniture should be 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.
- Provide matching umbrellas and must be of a matching fabric, canvas or vinyl. type. 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. Placement of trade names, beverages or other corporate logos is not acceptable. As in the case of all facade treatments and related exterior concerns, all final graphics are subject to review and approval by the Historic Preservation Commission.

4. Avoid sidewalk umbrellas exceeding 6 feet in diameter dimension. Umbrellas sized between a 4 to 5 foot diameter dimension are preferred.

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

L. Window and Storefront Security Grilles:

Although security systems are more dependent on alarms and patrols, some businesses may still resort to the use of security gates and grilles.

Every effort should be made to conceal security grilles over storefront designs through architectural means or through the use of awnings. Exterior mounted window grilles may be fabricated of ornamental iron.

In brief, security gates and grilles in any commercial building or structure either undergoing repair, restoration, renovation, alteration, or addition or proposed as new, should:

- 1. Locate the security storage grille boxes on either the interior or exterior.
- 2. Paint the security storage grille boxes and grilles or gates to match the exterior trim colors of the building. All security grilles should be painted dark green, brown, black or the same color as the building exterior facade.

M. Fencing:

In Ocean Grove, fencing of wood and occasionally cast iron were used to define space rather than separate spaces visually. Fencing was most commonly used in residential applications in front and rear yard situations.

Low fencing not exceeding 3 feet is generally acceptable, with 5 foot high fencing in rear yard and commercial applications where approved by and in accordance with local zoning requirements.

In brief, the fencing type of a any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed new construction should:

- Avoid use of chain link, masonry walls, ranch style post and rail, vertical board or plank, any variety of stockade or modern wrought iron or vinyl clad fencing.
- 2. Utilize painted wood picket, Victorian ornamental cast iron or Victorian pipe rail fencing systems where appropriate to the architecture of the building or structure.

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.

Refer to Section V. Sample Architectural Treatments, which provides examples of possible fencing treatments.

N. Flags and Banners:

Flags and banners proposed for any commercial building or structure undergoing repair, restoration, renovation, alteration, addition or proposed for new construction must:

- 1. Not be directly applied, draped or hung from any commercial building or structure as a permanent fixture or element of display for over a period of thirty (30) days without written approval from the Historic Preservation Commission. Temporary sale or event banners are permitted but must comply with local zoning restrictions and should not be displayed more than three (3) times per year.
- 2. Be securely attached to masonry or framed exterior surfaces but mechanical fastening should not irreversibly damage or destroy historic materials or facings.

Flags should generally not extend beyond 60" from the building face. Banner heights and sizes may vary, but must comply with local zoning restrictions in all cases.

O. Trash Disposal and Storage Enclosures:

Trash disposal and storage enclosures at all commercial building or structures, must:

1. Be positioned and located so as to limit direct public view from the sidewalk and street or other places of public assembly. 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 may be required and subject to review and approval by Township of Neptune.

P. 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 and public view to the extent feasible. Placement of mechanical HVAC devices on roofs in a manner visible to public view is also not acceptable unless adequately screened or positioned in rear yard areas.

Q. 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. Poorly conceived 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 complement the building's design and historic theme. Signage should not obscure the building's historic architectural details or features nor detract from the architectural harmony and rhythm of the building or structure.

Signs must be compliant with the local sign ordinance but may only be placed on a building with approval of the Historic Preservation Commission.

In brief, signage at all commercial and public buildings or structures existing, undergoing repair, restoration, renovation, alteration, addition or proposed as a new, should:

- Be professionally fabricated and installed. Signs carved in wood shall be professionally painted and gilded as appropriate. Small and varied projecting or suspended carved wood signs are acceptable and encouraged.
- 2. Not apply, suspend or otherwise display hand drawn (magic marker), hand painted, or non-stenciled signs featuring unapproved lettering typefaces or fonts, however, use of free-standing sidewalk sandwich signs, hand lettered menu specials type boards and any chalk board signage indicating specials, is acceptable and encouraged.
- 3. Not display illuminated portable signs on wheeled wagons or carts.
- 4. Not utilize changeable lettering systems with individual plastic letters. Such systems are generally discouraged.
- 5. Not suspend or hang plywood signs of a thickness of 3/8" or less or apply or otherwise display any plywood sign without a finished perimeter edge trim or frame.
- 6. Not use any plastic sheet or plastic faced sign panels.
- 7. Not use back lit panel or internally illuminated box signs, or illuminated free-standing sign posts unless specifically approved by the Historic Preservation Commission.

- 8. Be externally illuminated where individually cut or raised lettering is utilized.
- 9. Not display permanent hand painted or drawn lettered paper signs. Exceptions may include, temporary sales or special notices.
- 10. Not use shoe polish lettering or graphics as a permanent signage system on any glazing surfaces.
- 11. Avoid the use of such words as "thrift", "bargain", or "used". Signs should adhere to brevity and always relate to the premises on which they are located.
- 12. Not display extensive or excessive vendor sales decals, stickers and more than four (4) posters larger than 8 1/2" x 11" in dimension (or its total equivalent surface area) on glass doors and window storefront areas. Exceptions with regard to posters includes public, civic or community information posters which are displayed for a period of less than thirty (30) days.
- 13. Limit the number of signs per business establishment to any four (4) of the approved types.

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, and not be positioned or be sized so as to overpower the scale of the place of business

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. Sample Architectural Treatments, which provides suggestions for possible signage and graphics.

Architects, sign makers and builder/developers should also become familiar with both existing or proposed structures within the **Ocean Grove Historic District** in order to design appropriate signage. Pre-design workshops with Township Professionals and Consulting Architects may be helpful in this effort.

Acceptable Signage and Marketing Elements

The following is a list of signage which is permitted within the Ocean Grove Historic District:

- 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 as set forth 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.

Unacceptable Signage and Marketing Elements

The following is a list of signage or other marketing elements which are unacceptable within the Ocean Grove Historic District:

- 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 displayed as described within the Design Guidelines, or as otherwise approved by the Township.

R. 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.

Definitive color schemes are not a set as an absolute rule, however, paint manufacturer's, such as Benjamin Moore and Sherwin Williams, offer catalogs and reference sheets indicating appropriate historic color combinations. As a general guide, and whenever possible, building color should accurately reflect its original era.

Buildings of the 1870's and 1880's usually featured soft or pale earth tone colors. For the most part, primary color choices included buff creams, light greens and gray. Window, door and trim was nearly always painted in darker shades of the main color choice.

Late in the 19th Century, colors were deeper and featured more browns, darker olive greens and reds and yellow ochre. Trim colors were more dramatic and utilized added tertiary trim colors to enhance detail.

Early 20th Century continued with past color schemes, but with the advent of Colonial Revival designs, white became increasingly popular.

Exterior siding, fascia, roofing and window and trim colors which are specifically discouraged include, what is often referred to as "boutique colors" including bright pink, turquoise, magenta, orange, lime, lavender and purple. Paint schemes featuring bright lemon yellow, electric blue, fire engine red, any combination of random colors, or the use of camouflage or striped patterns, and any color in the day-glow or glitter or reflective paint range or group are not acceptable.

Natural materials, such as brick or stone, should appear natural. Stone or brick face, if painted, may be painted gray, brick red or white in color. Wood siding, shingles and trim should be painted to historically correct color schemes or be allowed to weather gray.

Narrow tongue and groove hardwood boards in outdoor porches and balcony ceilings may be painted sky blue, gray or white, be oiled or stained, or be varnished. Narrow tongue and groove hardwood boards on outdoor porch floors and balcony decks may be painted gray, be stained or be varnished. Upper floor balconies over enclosed interior spaces or over covered porches may be fiberglass surfaced and painted gray.

The replacement of any single window or door frame must match the color of all existing windows and doors or require that all others are made to match the replacement unit.

Awnings should complement the proposed building color(s). Striped awnings with up to three colors are permitted while solids are usually preferred.

V. Sample Architectural Treatments

The purpose of this section is to provide a quick visual guide and reference which highlights various historic details common to the architecture of the Victorian Era and acceptable within the established parameters of **The Design Guidelines** in the repair, restoration, renovation, reconstruction, alteration, addition and construction of commercial and public buildings and structures within the Ocean Grove Historic District. Unacceptable treatments are also shown.

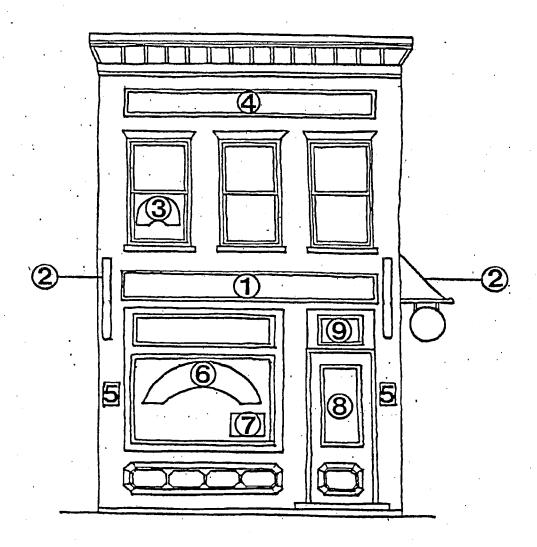


A. Sample Lettering Styles

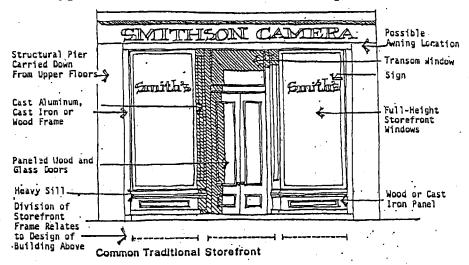
Baskerville	Franklin Gothic	Hawthorn
IONIC	Franklin Gothic	Americana
TIMES JAWAB	Italia Italia	Bookman
Rockwell	Grotesque	Bookman
XYST	Modern No. 20	Caslon Antique
BERLING	Plantin	Chippendale
WINDSOR	Plantin	News Gothic
CLARENDON	Caslon	Century
LOGGIA	Aachen	Beton
PYCYOSTYLE	Times	Cheltenham
FRIEZE	Times	Chesterfield

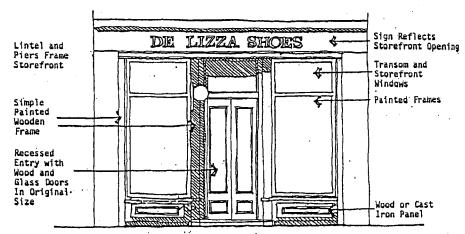
B. Suggested Storefront Signage Types and Locations

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.

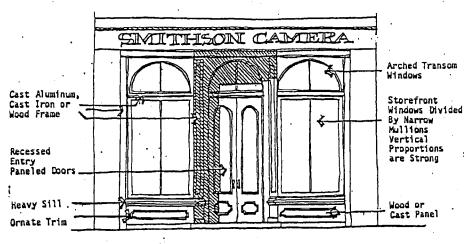


C. Typical Storefront Treatments and Improvements





Simplified Traditional Storefront



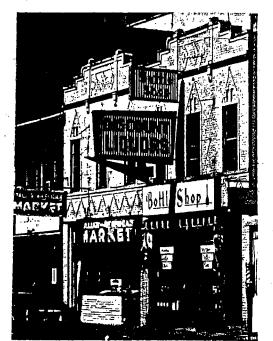
More Ornate Storefront

D. Typical Awning and Signage Locations and Improvements



REXINS.

Proposed



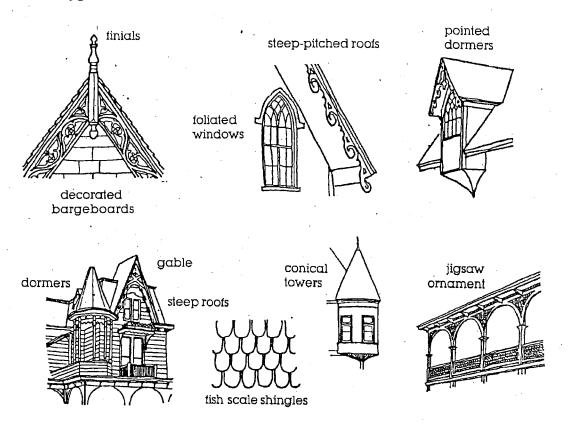
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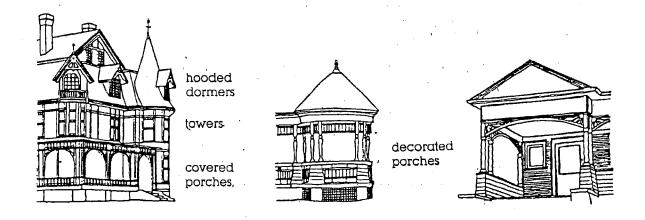
Existing

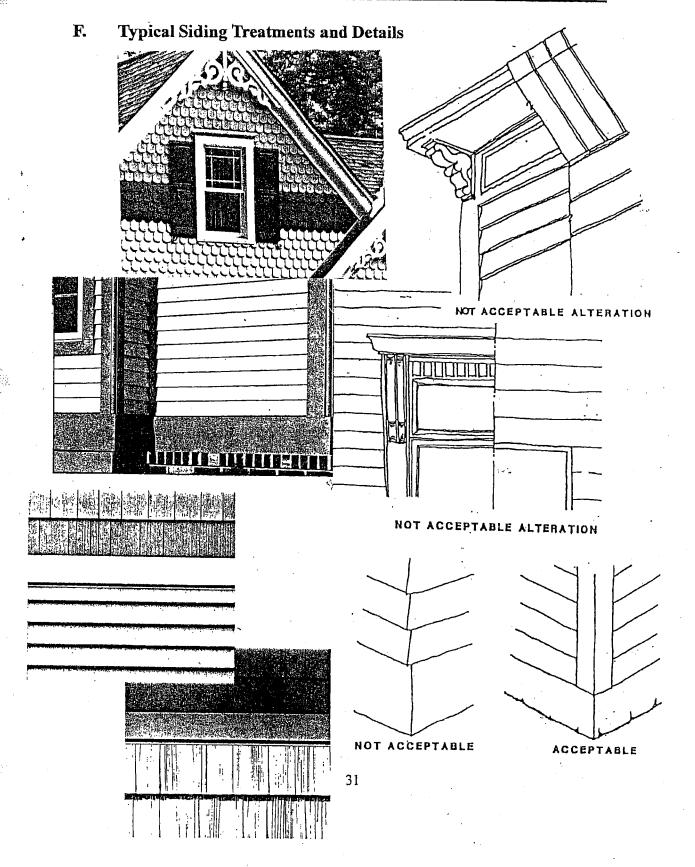


Proposed

E. Typical Architectural Features of the Victorian Era



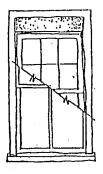


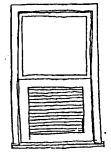


G. Typical Window and Shutter Types

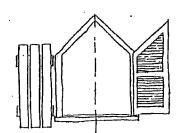


Acceptable Window Types

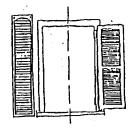




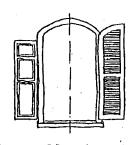
Not Acceptable



Not Acceptable Acceptable

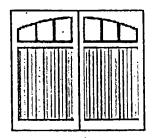


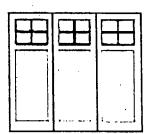
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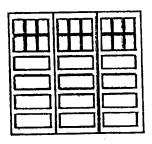


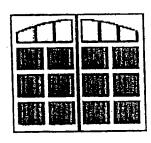
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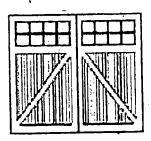
H. Suggested Garage/Service Door Types

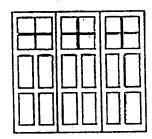




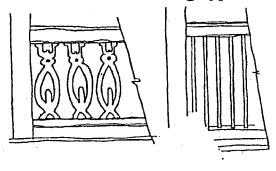


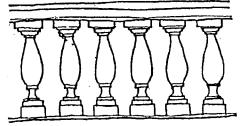




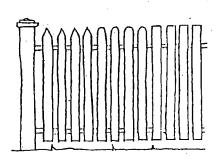


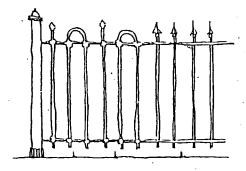
I. Fence and Railing Types



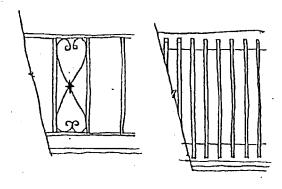


Acceptable Railings

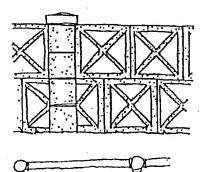


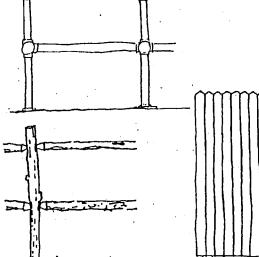


Acceptable Fences



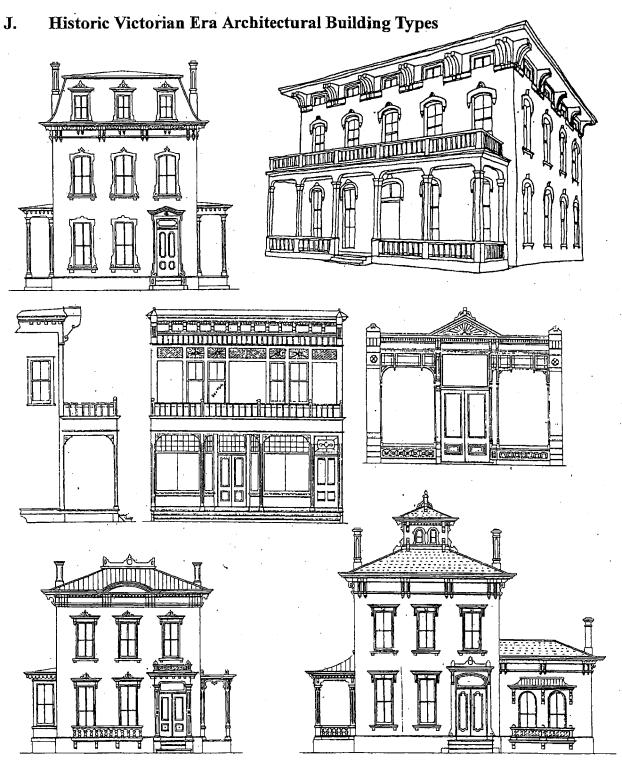
Not Acceptable Railings





Not Acceptable Fences

Ocean Grove Commercial Building Facade - Design Guidelines

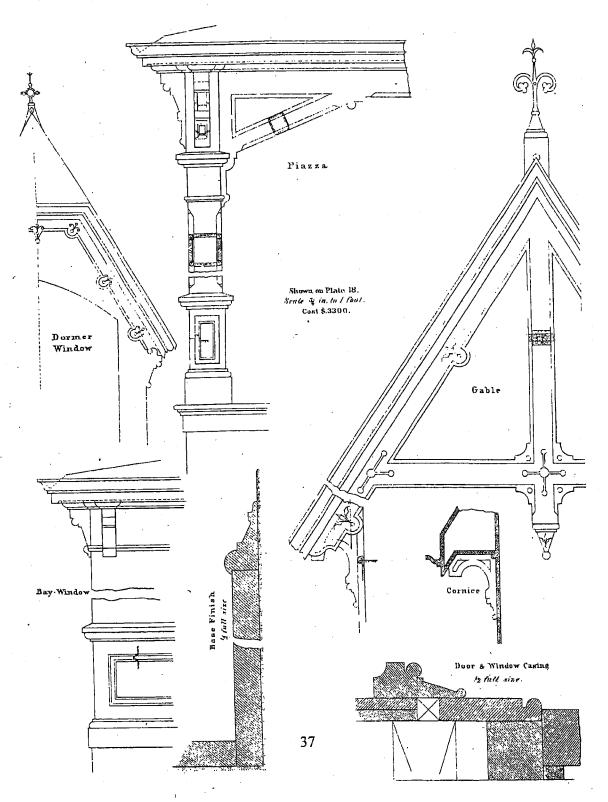


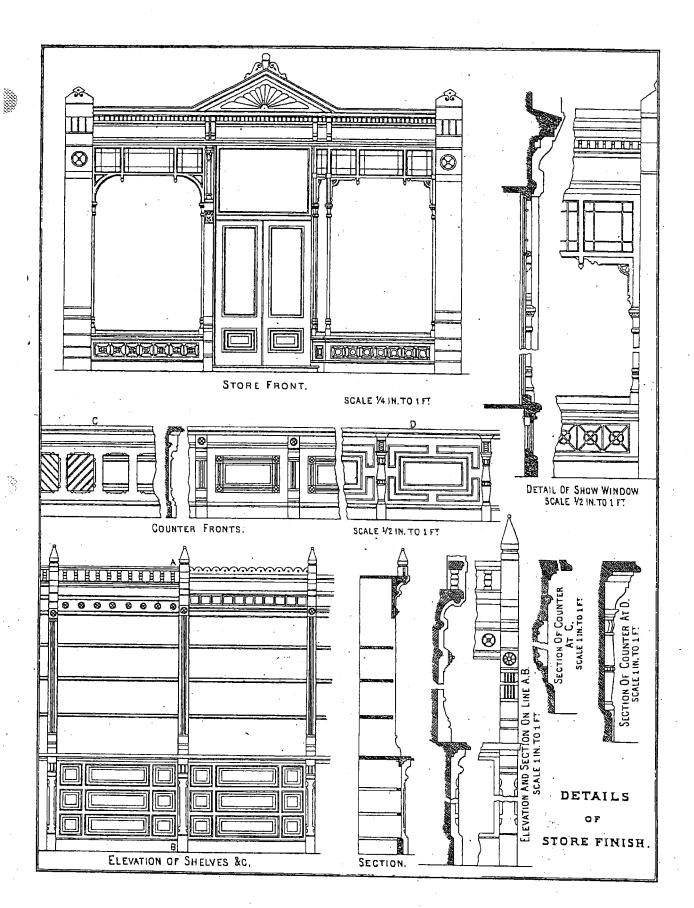
Ocean Grove Commercial Building Facade - Design Guidelines

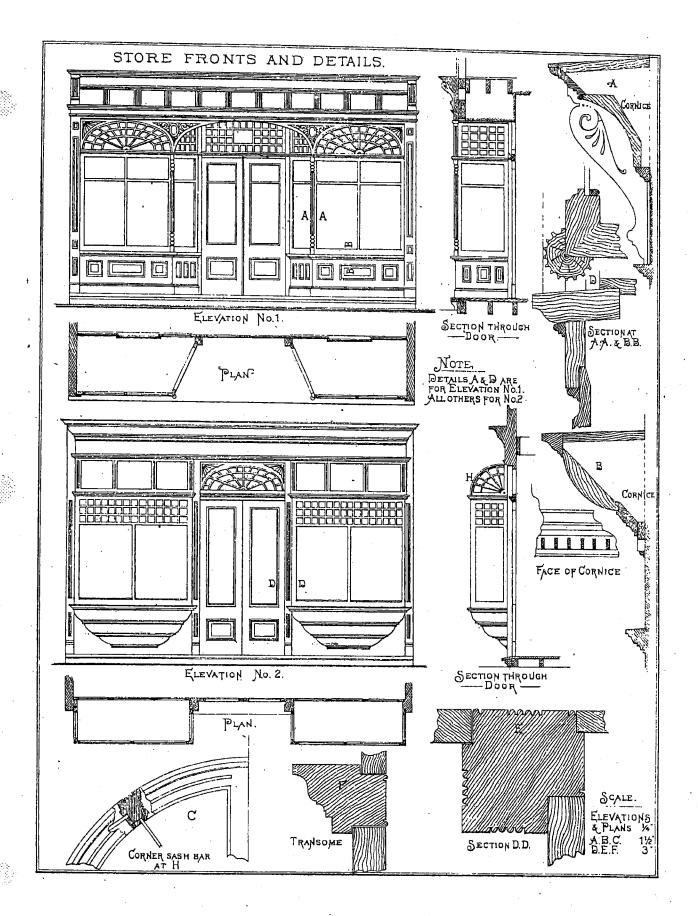
Historic Victorian Era Architectural Building Types J.

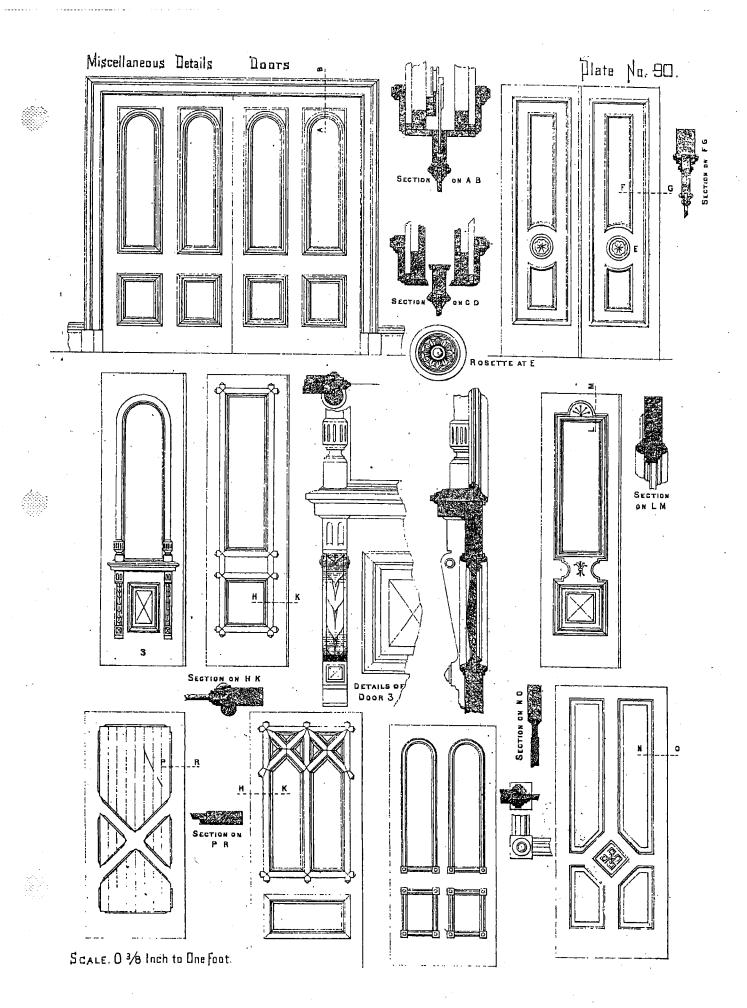
Ocean Grove Commercial Building Facade - Design Guidelines

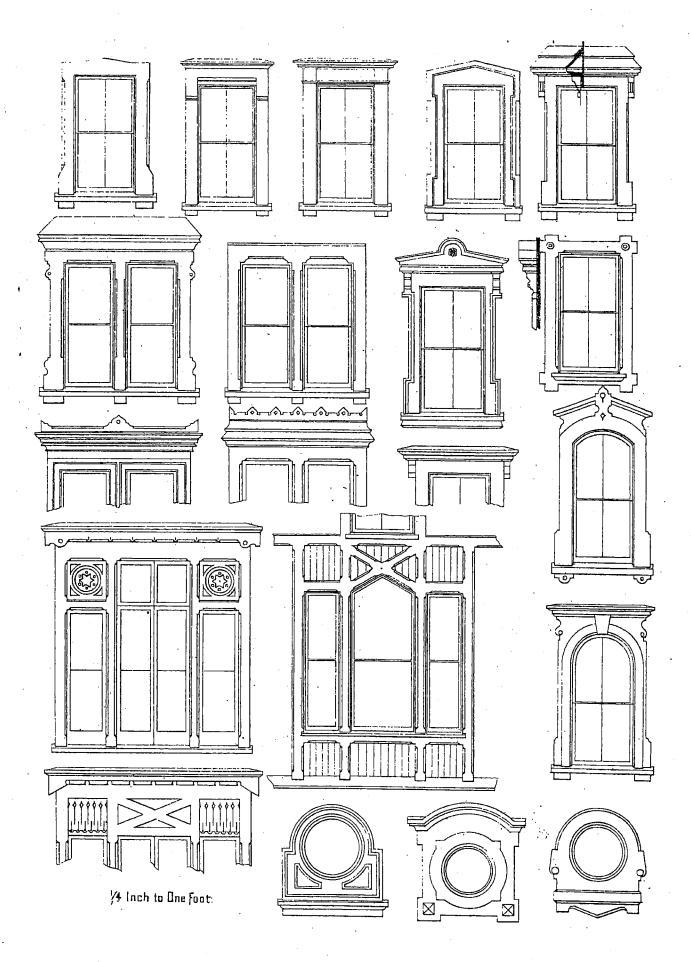
K. Historic Victorian Era Architectural Reference Details

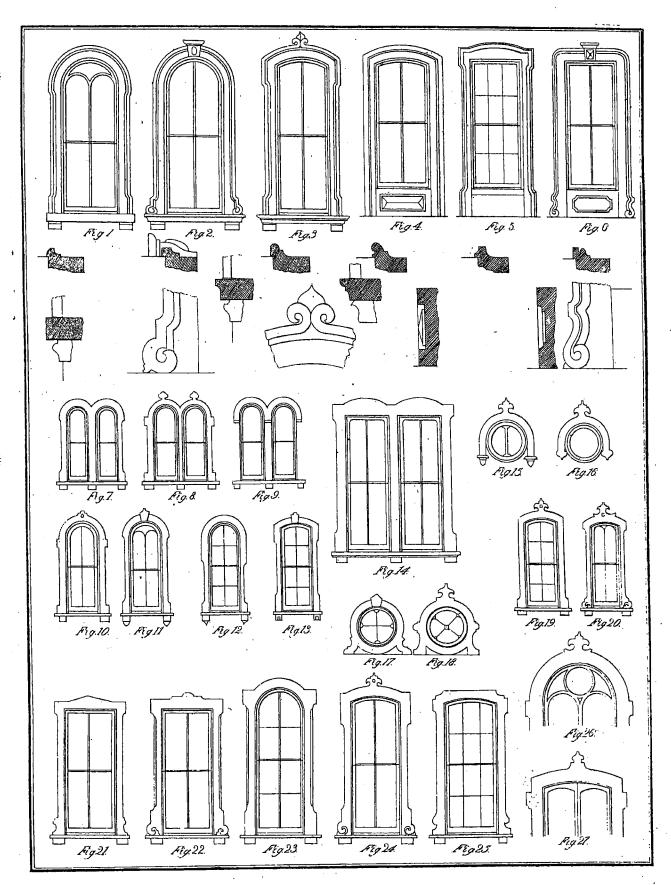




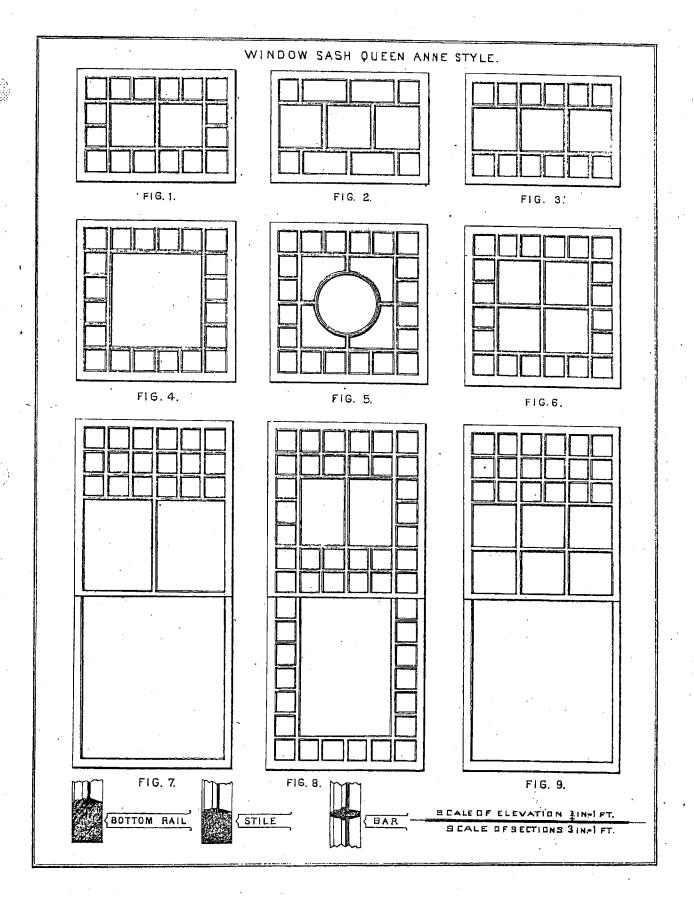


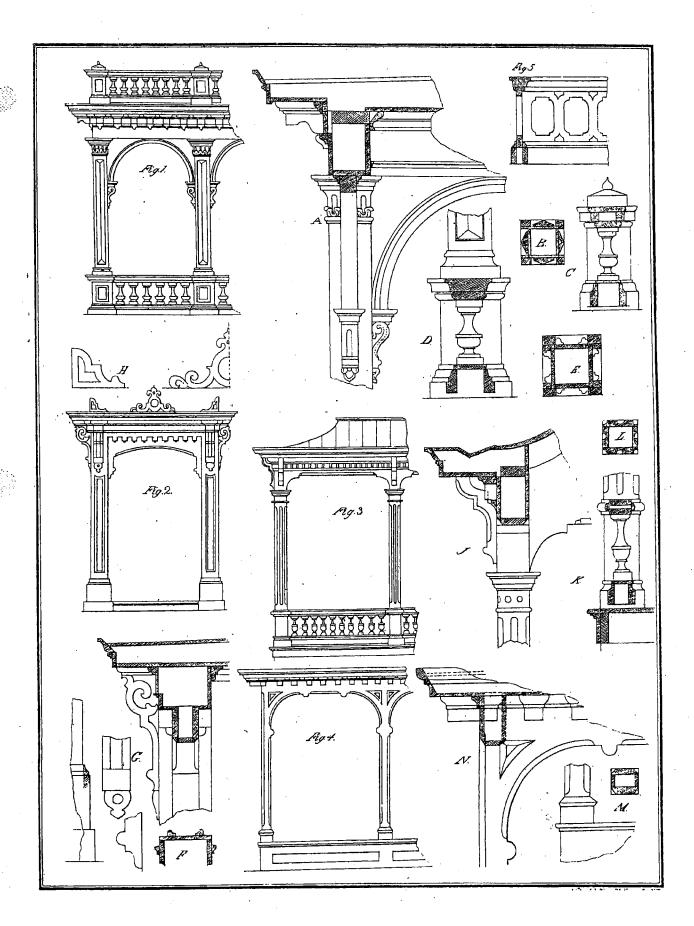


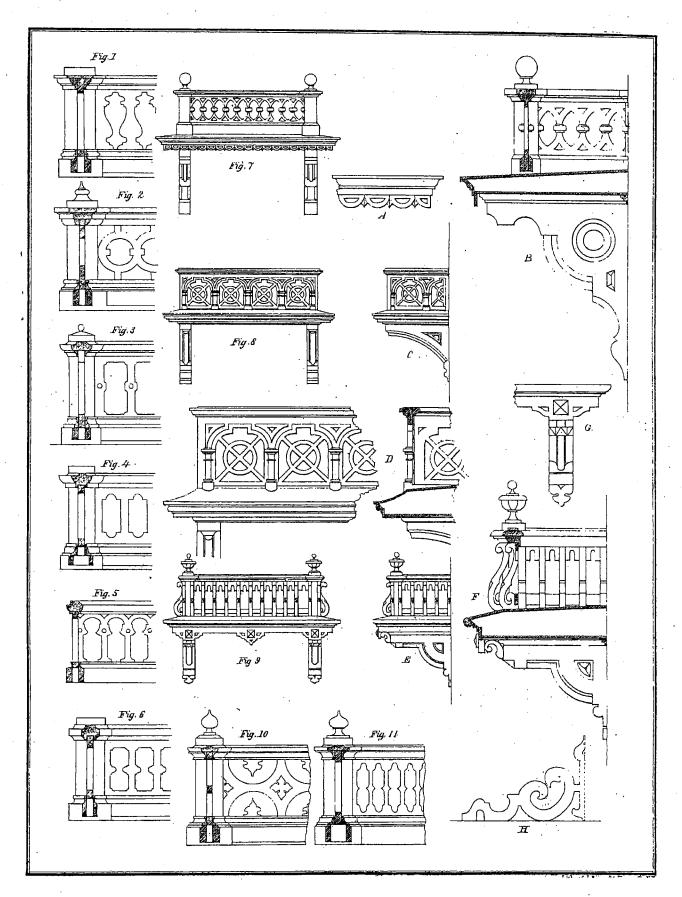


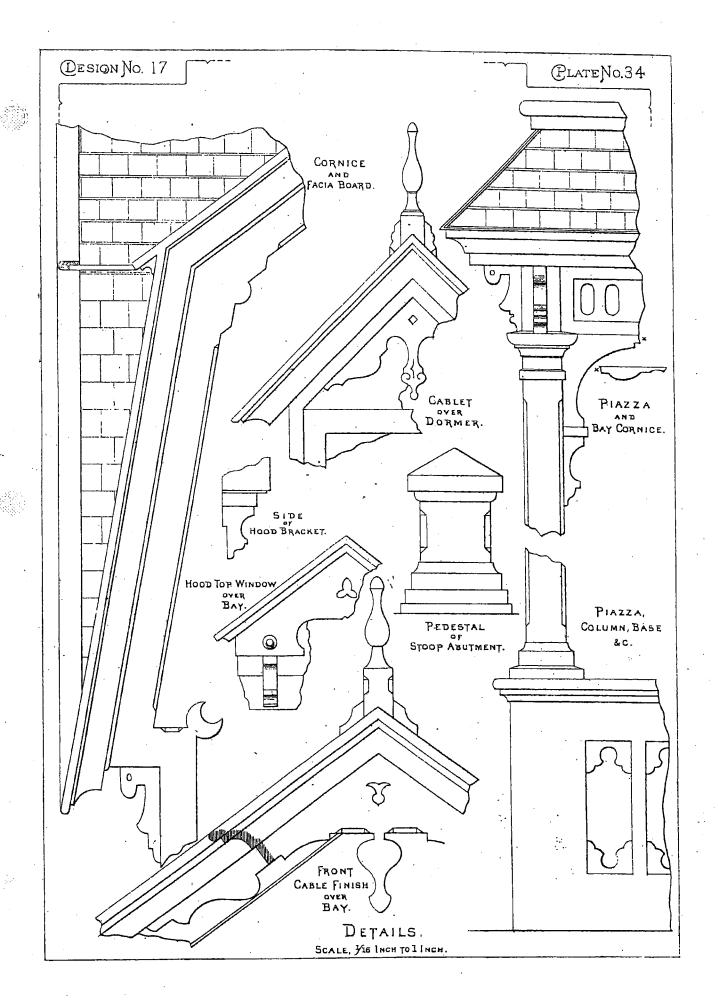


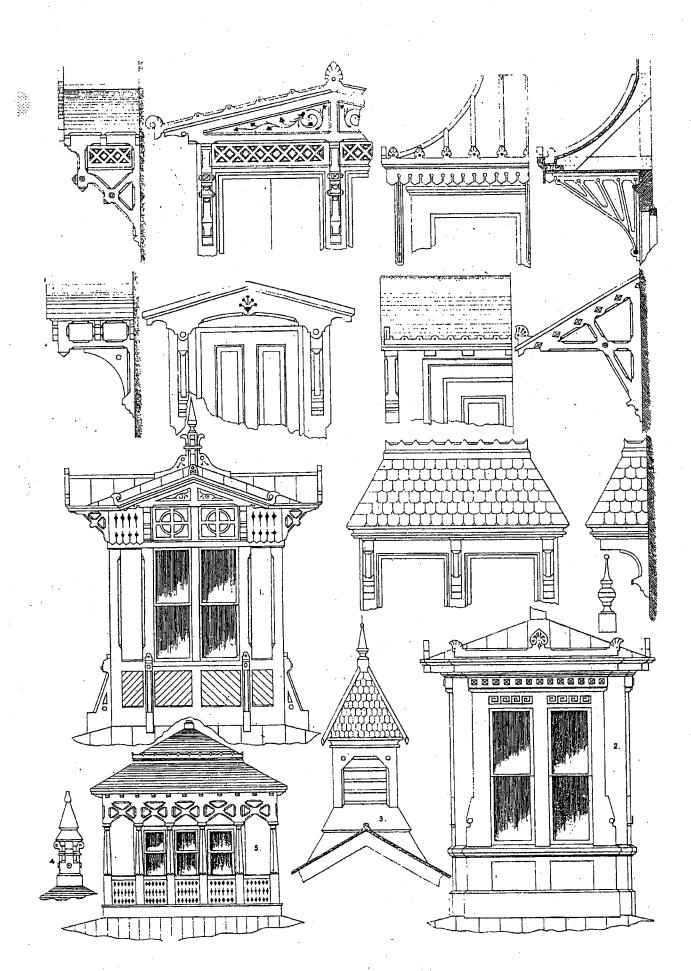
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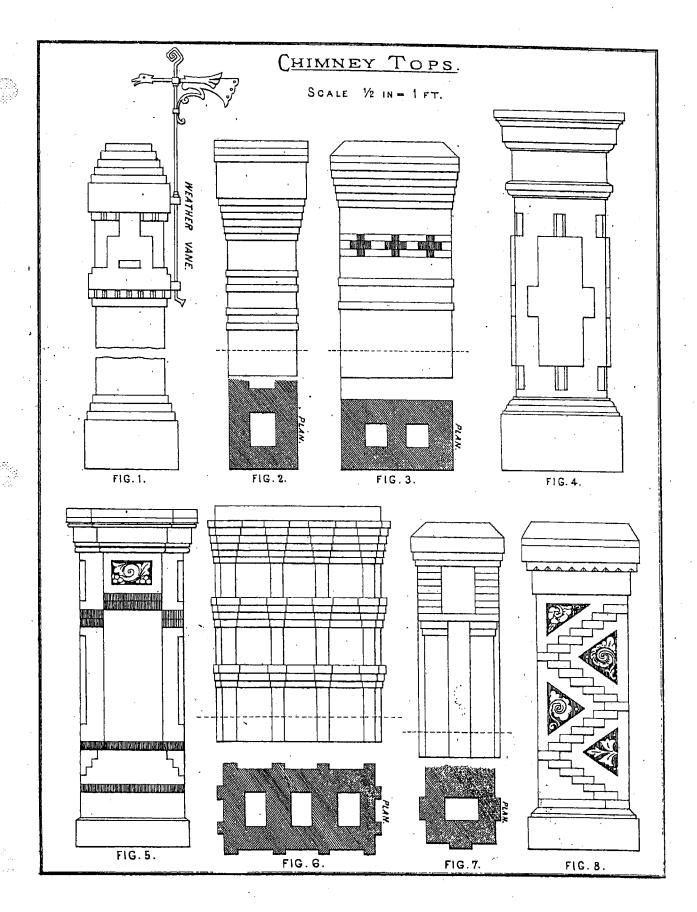


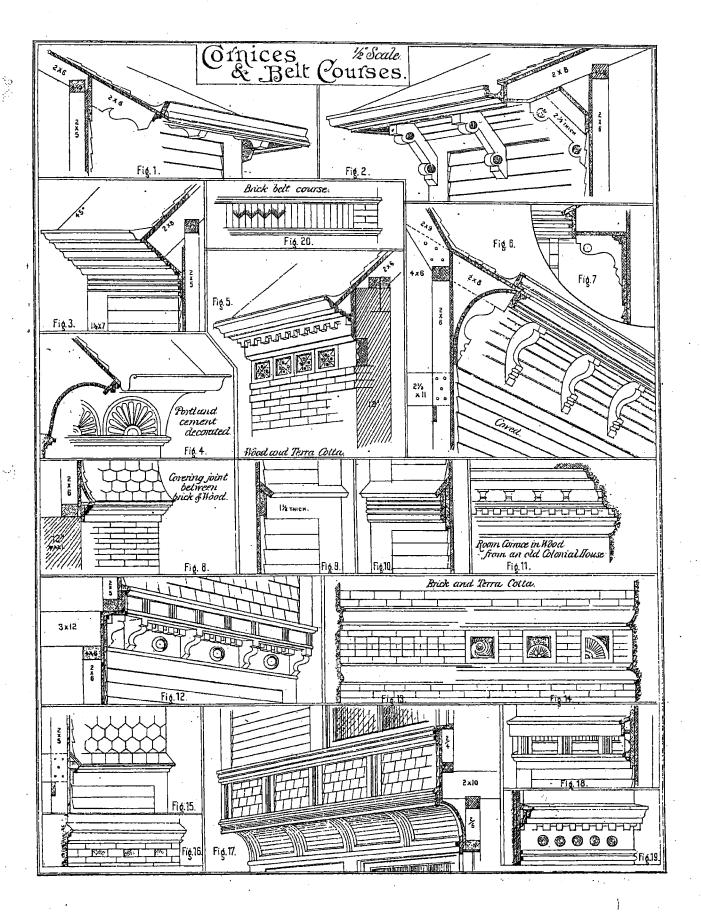












Ocean Grove Commercial Buildings Facade Design Guidelines

VI. Credits

Preservation Guidelines Manual - Constance M. Greiff and Anne Weber, AIA

Bricknell's Victorian Buildings - A. J. Bricknell and Company

Designs for Victorian Street Fronts - M.F.Cummings and CC.Miller

Century of Color - Roger W. Moss

Victorian Exterior Decoration -Roger W. Moss and Gail Caskey Winkler

Victorian Domestic Architectural Plans and Details - William T. Comstock

Architecture of the Victorian Era - E. C. Hussey

Victorian City and Country Houses - George E. Woodward

Clues to American Architecture - Marilyn W. Klein and David P. Fogle