

FINAL D R A F T

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Introduction

The Borough of Pompton Lakes is currently implementing and encouraging a program to improve/redevelop the streetscape and image of the Business District, in order to attract new business and shoppers.

Hence, there is a need to have design criteria regulations and an Architectural Review Board to help and guide the prospective developer, store owner and design professional, to facilitate a smooth Improvement/ Redevelopment process.

Vision

Mission Statement: The Pompton Lakes Business District Steering Committee's mission is to create a "place of destination" and a "Highlands Gateway" with a warm, clean, safe neighborhood environment for people to shop, dine and stroll, while providing a sense of community that attracts local support as well as creating a destination business district insuring economic growth to existing businesses and the town. The ultimate intent is to provide an enjoyable, stress free environment as an antidote for "Mall Fatigue".

The street façade design manual is only a part of an overall Business district's improvement plan. The following narrative is presented in order to inform and familiarize the improvement applicant with the municipal aspirations.

Façade Criteria

- (1) Encourage a homogeneous theme.
- (2) Work with design professionals to create a theme.

iii) Sign Ordinances

- (1) Establish clear signage regulations that will work for retailers
- (2) Consider regulations that will encourage through traffic between Ringwood Avenue and Hamburg Turnpike to bypass Wanaque Avenue. This can be accomplished via speed regulation and signage at the intersection of Ringwood and Wanaque Avenues and Hamburg Turnpike and Wanaque Avenue. The signage should market the attributes of the revitalized Downtown Pompton Lakes.

Purpose and Philosophy

One of the standards' primary goals is to improve the look of the Districts by upgrading the designs and materials used and to develop pride in the Borough. To accomplish this goal, the design standards require a review process for all proposed "work" in the District.

The standards do not dictate any particular style for buildings in the districts. Rather, they are intended to promote "architectural integrity" (see Definitions section of the ordinance) of each building and to develop a coherent nature of the District.

The standards affect only building exteriors and do not control interior spaces (except for window display areas which are on public view). The design standards are meant to be flexible enough to allow business owners to be creative and design storefronts that market their establishments effectively. At the same time, they will help to avoid design decisions that detract from the appearance of the Borough. The design standards also provide an objective basis by which to evaluate projects that come up for review. Through compliance with the design standards, renovation, repair and new construction projects will enhance the economic success of the Borough by making it a more inviting place for shoppers and new businesses.

Documents and Information

The term "design standards" for Pompton Lakes Business Districts, includes the requirements of the Borough ordinance and existing codes as they pertain to any physical changes made to a property or structure including, but not limited to, the following: site work; new construction; additions; alterations; exterior restorations; cleaning; lighting; new or replacement signage; painting; street furniture and landscaping.

The design standards are recorded in Borough ordinance _____ ("the Ordinance"). A copy of the ordinance that enacts the design standards is included at the back of this booklet.

Information on permits, the existing zoning ordinance and township codes are available from the Borough of Pompton Lakes Building Department at the Municipal Building. For additional information on the design standards and design review process, please contact the Pompton Lakes Community Partnership at 973-835-3464.

AN INTRODUCTION TO THE DESIGN STANDARDS FOR POMPTON LAKES COMMUNITY PARTNERSHIP

About the Standards

In _____, the Borough of Pompton Lakes adopted design standards for its Business Districts. These standards apply to all commercial properties located in Pompton Lakes. If you are planning on making even small changes to your storefront or property, your project will need to be approved by the Design Review Committee of the Pompton Lakes Community Partnership (BID) before you begin work, to make sure that it conforms to these standards.

All design standards are subject to periodic revision by the Design Review Committee and Borough Planning Board.

When do the standards apply?

The design standards apply to all work done within the District. This includes all renovations, new construction and repairs such as painting, replacing or installing a new sign or awning, putting up a banner, installing permanent window graphics, making changes to doors or windows, installing fencing, landscaping or street furniture.

All such work must be reviewed and approved by the Partnership before a building permit is issued or work is begun. **WORK WITHIN THE DISTRICT THAT REQUIRES NO BUILDING PERMIT OR APPROVAL BY THE PLANNING BOARD OR ZONING BOARD OF ADJUSTMENT MUST STILL BE APPROVED BY THE PARTNERSHIP.**

Grandfathering

Any existing condition that does not comply with the new design standards is grandfathered. Such non-conforming conditions need only be brought into compliance when work, including repair work, is performed on that area. For example, if you have a "waterfall" shaped awning that was in place before the standards were adopted it is no longer allowed in the District. But, you will not have to correct this situation until you repair or replace the awning. If no such work is undertaken on the awning, and it is in good repair, it can remain.

DESIGN STANDARDS FOR BOROUGH OF POMPTON LAKES

Except as otherwise set forth herein, all provisions of the Zoning and Development Regulations of the Borough of Pompton Lakes and the Code of the Borough of Pompton Lakes shall govern.

A. DEFINITIONS

Architectural Feature/Element:

Those portions of a building or structure that account for its unique style and character, including roof line, entrances, fenestration and decorative details, such as cornices, brackets, balustrades, friezes, moldings, pilasters, sills, lintels, etc.

Architectural Integrity

An appearance which retains the architectural features/elements of a building and conforms to the requirements for visual compatibility, massing, proportion and scale, proportion of facades, character of facades and proportion of openings.

Building Scale

The relationship of a particular building, in terms of building mass, to other area buildings.

Building Mass

The three dimensional bulk of a structure: height; width and depth.

Building Proportion

The width to height relationship of one building part to another building part or of one building to another.

Facade

Any exterior building face or wall.

Partnership

The Borough of Pompton Lakes Business Improvement District, Inc.

Permanent window graphic

Any sign made of a material other than paper or cardboard that is visible from the window area, or that is applied or adhered directly to the window glazing or etched into that glazing.

Planning Board

The Borough of Pompton Lakes Planning Board.

Principal Facade

The facade(s) of a building that front on major streets or which are intended to contain the primary entrance to a building.

Public Nuisance

In addition to the items set forth in _____, public nuisance shall include any structure that is in a state of dilapidation, deterioration or decay; faulty construction; overcrowded; open, vacant, partially or completely deliberately not rented or unused, or abandoned; damaged by

fire to the extent so as not to provide shelter; in danger of collapse or failure; and dangerous to anyone on or near the premises.

Sign Fascia

The natural frame created by a building's architectural elements to accommodate a sign without obscuring any doors, windows, transoms, entrances or decorative detail (See Fig. I)

Street Furniture

Functional elements of the streetscape, including, but not limited to: curbs; benches; phone booths and other phone installations; lighting fixtures; trash receptacles and benches.

Streetscape

The individual natural and man made elements that constitute the physical make-up of a street and that, as a group, define its character.

Temporary window graphic

Any sign visible from the window display area or adhered to window or door glazing other than permanent window graphics, including: community flyers; signs advertising a sale or promotion; or any other non-professionally manufactured sign. All paper and cardboard signs are considered to be temporary window graphics. No temporary graphics may be adhered to the exterior of a building.

Visual Compatibility

The design of buildings which is sufficiently consistent in scale or character and/or site with other buildings or man made or natural elements in the area, so as to avoid abrupt and/or severe differences. The repair, alteration or renovation of a building in a manner in which such work is consistent with the existing architectural features of a building, its scale, mass, proportions, materials and colors.

Work

Any physical change made to the exterior of a property or structure to increase its value and utility, or to enhance its appearance including, but not limited to, the following: site work; new construction; additions; alterations; exterior restorations; cleaning; lighting; new or replacement signage; painting; street furniture and landscaping.

B. THE REVIEW PROCESS

The Partnership reviews proposed work for compliance with the new design standards only. All work performed within the District must receive the prior approval of the Partnership, even if it does not require a building permit.

The Partnership's review process is designed specifically to run concurrently with the existing review processes of the Building Department and Planning Board or Zoning Board of Adjustment, so as not to delay the project approvals process. The Partnership's review process should take no longer than two weeks- one week for you to submit your application for review prior to the meeting of the Partnership Design Review Board and one week between these presentations.

If your project requires a building permit, it can be reviewed by the Building Department for compliance with township codes and zoning requirements during the Partnership review period. Your project must be approved by the Partnership before a permit is issued.

Some projects, such as those that involve a variance or require site plan approval, need review and approval by the Planning Board or Zoning Board of Adjustment in addition to review by the Building Department and the Partnership. If your project requires approval by the Planning Board or Zoning Board of Adjustment, the Building Department will refer your application to the appropriate board for consideration. Review by one of these boards can run concurrently with the Partnership's review. If Planning Board/Zoning Board of Adjustment review is required of your project, it must be approved by one of these boards and the Partnership before a building permit is issued.

If you are planning to do work on your storefront or building, you should follow these steps:

1. Contact the Borough of Pompton Lakes Building Department (973-835-0143). Find out if your project requires a building permit or review by the Planning Board or Zoning Board of Approval. If not, you need only have your proposed project reviewed and approved by the Partnership.
2. Get your application for Design Review by the Partnership from the Building Department or the Partnership (973-835-3464). (A sample application is shown on page 7 for your reference.) Complete your application for design review and return it to the Partnership no later than one week before the regularly scheduled Design Review Board meeting. The Design Review Board meets on the first _____ of each month. *In order to expedite the review process, applicants are encouraged to discuss their plans with the Partnership prior to submitting an application.*
3. Contact the Partnership to schedule yourself for a brief presentation of your project at that meeting. The Design Review Board will approve your project, approve it with certain changes or decide not to approve.
4. If your project is approved by the Partnership's Review Board, the Building Department will be notified promptly. If your project is rejected you can re-apply for review or appeal the decision to the Planning Board within 20 days of receipt of your written denial.

Design Review Application (sample)

Applicants Name:

Signature:

Date:

Business Name:

Business Address:

Business Phone:

Other Phone:

Application for:

☐ Outside Signs ☐ Awning ☐ Outside Paint ☐ Permanent Window Graphics☐ Facade Improvements ☐ Other (please describe):

Note: Please refer to the checklist below in preparing your application. Applications will not be processed if incomplete.

Signage, Awnings, and Facade Improvements:

- ☐ Drawing of building and sign/awning placement (line drawing, sketch or rendering drawn to scale)
- ☐ Building facade length (in feet)
- ☐ Building facade height (in feet)
- ☐ Drawing of sign/awning, drawn to scale
- ☐ Lighting locations/plans
- ☐ Indication of material specifications (canvas, wood, aluminum, etc.)
- ☐ Indication of all proposed lettering and graphics, including typeface(s) and type size(s)
- ☐ Photograph showing your building (8 X 10 minimum photo size)
- ☐ Photograph showing adjacent buildings (8 X 10 minimum photo size)
- ☐ Material samples
- ☐ Swatch and/or paint color chips, awning material samples

Painting:

- ☐ Photograph showing your building and your painting plans (identify paint colors for trim, siding, etc.)
- ☐ Photograph showing adjacent buildings
- ☐ Material samples (Swatch and/or paint color chips)

Window Lettering or Signage:

- ☐ Drawing of building and window signage placement (line drawing, sketch or rendering drawn to scale)
- ☐ Indication of already existing signage
- ☐ Window dimensions (length and height)
- ☐ Placement of proposed sign or lettering on window, including proposed lettering and graphics
- ☐ Material Specifications (Vinyl, paint, etc.)
- ☐ Photograph showing your building
- ☐ Photograph showing the window area on which you propose new signage.
- ☐ Material Samples
- ☐ Swatch and/or paint color chips

Please return completed application and required materials to:

Application must be received 7 days prior to the Design Review Board meeting.

For Design Review Board use only:

Date of Receipt:

Due of Design Review:

Date of Action:

Action:

☐ Application approved as presented.☐ Application denied as presented.☐ Application approved, subject to modifications

Signature: _____

C. DESIGN STANDARDS

1. Style

There are no specific "style" requirements for buildings in the District. All work performed within the District must not compromise the architectural integrity of the building upon which the work is being performed.

2. Materials

All work shall employ materials including, but not limited to: wood siding; brick; stucco; stone; painted and non reflective metals; glass; aluminum; wrought iron; matte finish ceramic; slate and terra cotta, that will enhance and improve the building.

3. Colors

Colors shall be visually compatible with that of the materials of the building and adjacent buildings.

We encourage colors from an "earth tone" pallet.

All "day-glow" or "neon" colors are not prohibited within the District.

Suggested guidelines for paint color placement:

<u>Store Windows:</u>	match trim color
<u>Shutters:</u>	door color or other dark color which compliments wall color
<u>Iron work:</u>	black or other dark color
<u>Cornices:</u>	if wood or metal match trim color
<u>Dormer windows:</u>	match window color
<u>Gutters/downspouts:</u>	bronze, green or other dark colors or match trim color
<u>Sign panels:</u>	field color should be compatible with the color of the surface to which the sign is attached
<u>Utility equipment:</u>	such as permanent (non window) air conditioning units, including roof top air conditioning units visible from the street, fire escapes and other equipment shall be painted so as to be unobtrusive (i.e., they should match the wall color of the building or be painted dark or gray)

4. Buildings

- a) New Construction and Additions:
New construction shall meet the design requirements set forth in this manual as well as all applicable codes & standards (local or otherwise).
- b) Repairs of Existing Buildings:
Repairs of Existing Buildings shall meet the design requirements set forth in this manual as well as all applicable codes & standards (local or otherwise). This includes, but is not limited to, painting, replacement of existing finishes, windows, doors, awnings, outdoor furniture, masonry repair, new facades, signage, etc.
- c) Massing:
The building and its parts shall appear to be balanced and the mass of a facade shall not interrupt the continuity of the appearance of the street. Buildings in the District should be broken down into segments having vertical orientation (bays).
- d) Proportion and Scale:

Buildings shall be in proportion to and of a similar scale to existing buildings in the District.

- e) Set Backs:
Refer to Zoning Codes.
- f) Roofs:
Roofs must be less dominant than walls in the building's total design.
- g) Proportion of Facades:
The relationship of the width to the height of the front elevation and its elements shall be visually compatible with that of adjacent buildings.
- h) Character of Facades:
Buildings with expansive blank exterior walls not punctuated by window and door openings, horizontal decorative elements or vertical bays are not allowed in the District.
- i) Windows and Doors:
New buildings or additions must maintain a distinction between upper and lower floor windows--the first floor shall be primarily transparent whereas the upper floor windows' openings shall be smaller.
 - 1) Display windows and window display areas: All windows exposed to public view shall be kept clean and free of marks and foreign substances. Except when necessary in the course of changing displays, no storage of materials, stock or inventory shall be permitted in window display areas ordinarily exposed to public view. All screening of interiors shall be maintained in a clean and attractive manner and in a good state of repair.
- j) Electrical Wiring:
All electrical wiring shall be concealed rather than visible in exposed conduit wherever feasible. When wiring conduit cannot be concealed; 1) conduit is to be painted to blend in with adjacent building elements; 2) conduit to be run in such a way as to minimize its visibility and impact on the facade.

5. Vacancy:

Signage and window display areas on vacant storefronts must be maintained in the same good condition required of occupied properties. Property owners with storefronts vacant for more than sixty (30) days must install a decorative window display approved by the Partnership.

6. Signage & Graphics

a) Window Graphics:

Temporary:

Temporary window graphics must be removed within two (2) days after the close of the sale or special event that they advertise and in no event may be displayed for more than thirty (30) days. Accordingly, all temporary window graphics must have a removal date indicated on their backside. Temporary window graphics may not occupy more than 15% of the total window area in which displayed.

Permanent:

Permanent window graphics may not occupy more than fifteen percent (15%) of the total area of the window in which displayed, including the windows of glazed doors.

b) Wall Graphics:

1. Wall graphics cannot be more than 1.5 ft high and cannot occupy more than 75% of the linear footage of the sign fascia.
2. Wall graphics are permitted within the sign fascia only.
3. Each establishment shall display a permanent wall graphic, window graphic or awning bearing the name of such establishment. Permanent window graphics may be substituted for such wall graphics where no sign fascia exists.
4. Permanent signs are permitted on solid doors as long as they do not exceed twenty-five percent (25%) of the total area of the door.

c.) Projecting Signs:

Projecting signs are permitted below the second story, provided that:

- 1) Projecting signs must be securely attached to the building by an ornamental bracket.
- 2) No projecting sign may have more than two (2) faces.
- 3) No projecting sign, including brackets, may project more than 30 inches from the building to which it is attached.
- 4) A projecting sign shall not be larger than five (5) square feet in area. Ornamental brackets are not included in this calculation.
- 5) Not more than one projecting sign is permitted for each entrance door.
- 6) The bottom of any projecting sign must be at least 7.5 feet above the ground level; its top may not extend higher than whichever of the following is the lowest; 25 feet above grade; the bottom of sills of the first level of windows above the ground floor; or the top of an existing sign fascia band or panel.
- 7) Projecting signs may not be directly illuminated by neon or other light sources or illuminated from their interior.
- 8) Projecting signs may not be less than 1 inch nor more than 3 inches in thickness.

d) Areas of Special Control: The following graphics are also prohibited:

- 1) Flashing, "chasing", intermittent or changing color light including LED's, fiber optic signs, strobe lights, highway flashers or other "attention getting" optical displays for graphics.
- 2) Temporary pennants and flags, and permanent pennants, banners, streamers, advertising flags, inflatable objects, twirlers and like objects. Temporary banners are allowed, but must be removed within two (2) days after the close of the sale or special event that they advertise.
- 3) Free standing menu boards, advertising signs and/or displays are prohibited except for portable A-frame type chalk boards in wood frames. A-frame signs are not to exceed 36" in height and 24" in width. Information conveyed may only be written in chalk and must change frequently. Marker boards and magnetic lettering are not acceptable.

Auxiliary Elements

1. Awnings:

Awnings are permitted within the District. If used in combination with a permanent wall graphic, lettering on awnings may be no more than four and one half (4.5) inches in height and must be contained on the awning valance. Lettering on valances must be contained on one line.

Awnings used without permanent wall graphics may have lettering or graphics applied to their sloped portions and or valances. Graphic areas on the sloped portion of the awning are not to exceed 25% of the area of the sloped portion of the awning. Lettering on valances must conform to the standard set forth in the previous paragraph.

- a. **Materials:** All awnings must be made of fabric. Vinyl and metal awnings are not permitted.
- b. **Colors:** Colors shall conform to the general building color guidelines.

2. Mural Signs: Painted directly on structures, accessory buildings, bridges, retaining walls, etc. are prohibited from the principal facade(s) of a building, i.e., the facade(s) fronting on the street.

3. Menu Boxes: Must be attached to the building and must adhere to the placement and sign restrictions for wall graphics. Any illumination must be indirect and concealed from view at the sides of the box.

4. Second Floor Occupancy Signs: Neon or other illuminated signs are not permitted in second floor windows. Permanent wall graphics are not permitted for second story businesses. First floor directories listing second story businesses are permitted provided that they: contain no more than one sign per tenant; that lettering and signage for all tenants is uniform; that they are affixed in a designated area adjacent to the building entry; that the total signage panel does not exceed four (4) square feet. Second floor businesses are permitted only to display lettering and/or graphics professional designed and created in a related second floor window, subject to the size and area restrictions outlined above for permanent window graphics.

4. Neon

- a. Neon signage displayed in the window area is considered a permanent window graphic. One neon window graphic is permitted on each frontage. Due to its special character neon graphics may not occupy more than 10% of the total area of the window in which it is displayed. Neon signs are not permitted in second story windows.
- b. An establishment is permitted to have a neon window graphic or a neon wall graphic but not both.
- c. Neon lighting is not permitted to outline windows or architectural features such as doors, cornices, friezes, etc.

6. Lighting:

- a. Lighting for a building must be contained on the property on which the building is located.
- b. Storefront window displays must be illuminated from dusk until 12:00 am.

Miscellaneous Elements

- a. **Planters, benches and/or private waste containers or other street furniture** items are subject to the approval of the Design Review Board and should be consistent with the street furniture selected by the Borough of Pompton Lakes
- b. **Vending machines:** The location at which all newspaper vending machines, express mail boxes, and/or other such dispensers must be located in areas

designated for these items by the Borough. Advertising, soda or other merchandising vending machines are not permitted in the district.

- c. **Security Gates and Devices:** Exterior mounted security devices such as "roll up" doors and accordion type "scissors" gates are not permitted. Interior mounted security devices, if visible from the street must be approved by the Design Review Board. Permanent window bars or grillwork are permitted on side and rear facades only.
- f. **Graffiti:** In addition to the provisions of Chapter ___ of the Code of the Borough of Pompton Lakes, within the Pompton Lakes Business Improvement District, all graffiti is prohibited regardless of the consent of the property owner. Graffiti shall be removed by the property owner within 48 hours of its appearance. Graffiti on unpainted surfaces must be removed by cleaning and not by painting.
- g. **Incongruous features:** Air conditioners, vents, chimneys, etc. are not permitted on the principal facade(s) of a building.
- h. **Fire escapes:** New fire escapes are not permitted on the principal facades.

C. DESIGN REVIEW PROCESS

Subject to the provisions of Ordinance. Within the Business Improvement District, all work, whether or not requiring a permit, including but not limited to painting, repairs, renovation, alteration and new construction shall be approved prior to the start of work by the Pompton Lakes Community Partnership Design Review Committee. Subsequent to approval from this committee, the applicant shall proceed to secure a building permit from the Construction Official of the Borough of Pompton Lakes.

In the event that the Review Committee denies approval for proposed work, the Partnership Review Committee shall provide the applicant with a written denial setting forth the specifics forming the basis of the denial.

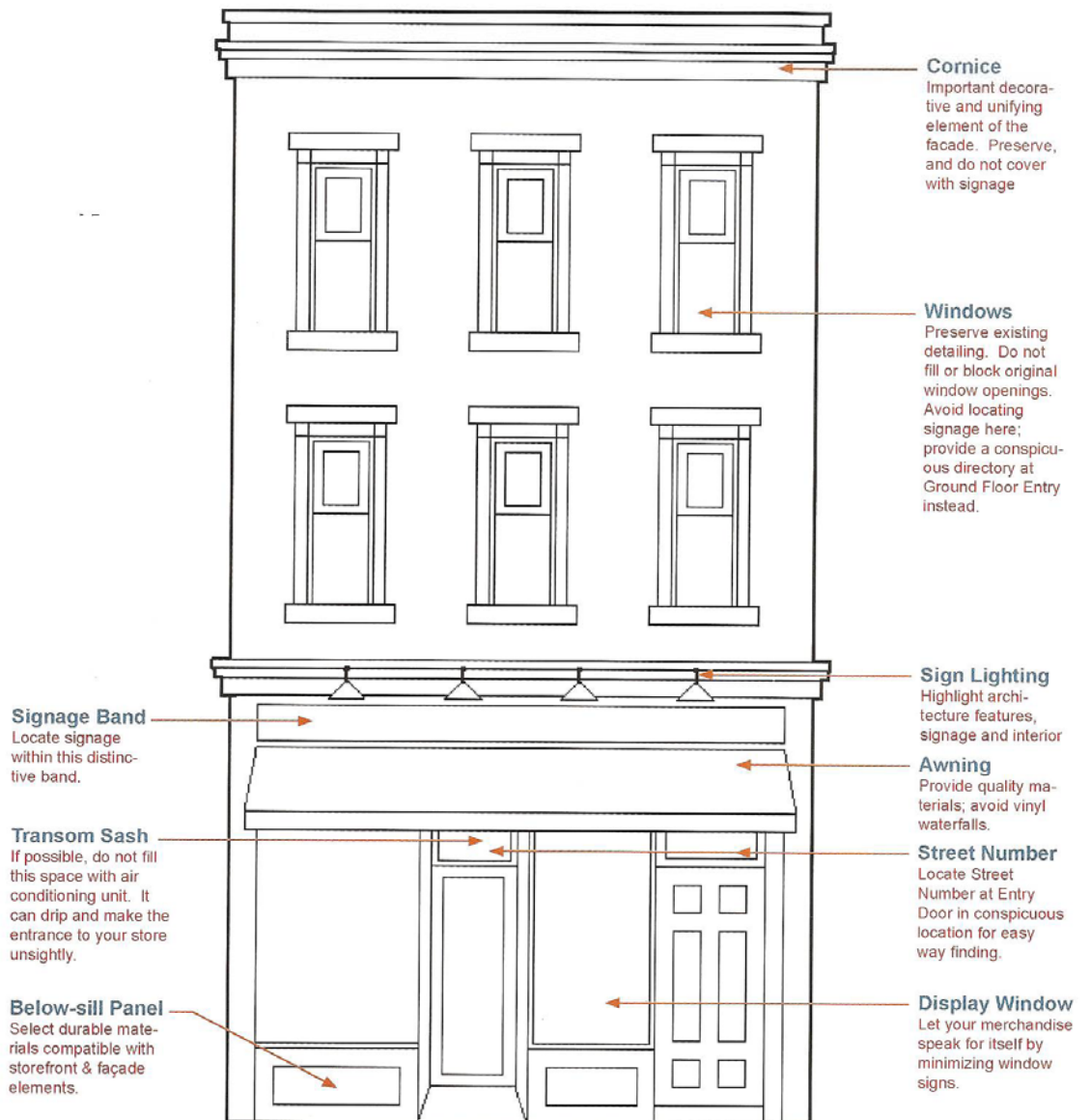
<u>Type of Work Design Review</u>	<u>Req'd</u>	<u>Permit Req'd</u>
Replacing an existing sign or awning	Yes	Yes
Installing a temporary banner	Yes	No
Installing a new sign or awning	Yes	Yes
Installing a permanent window graphic	Yes	No
Building a new building or addition	Yes	Yes
Painting or cleaning a building	Yes	No
Removing/replacing doors or windows	Yes	No
Installing fencing or trash enclosure	Yes	No
Installing street furniture	Yes	No
Installing temporary window covering on vacant storefronts	Yes	No
Making, closing or relocating door window openings	Yes	Yes

D. Appeals

Any applicant denied approval for proposed work by the Pompton Lakes Community Partnership may, within twenty (20) days of receipt of the written denial, appeal the decision to the Planning Board by serving a Notice of Appeal on the Secretary of the Planning Board at _____. The Planning Board will make every effort to hear the appeal at the first regularly scheduled meeting following service of the Notice of Appeal.

Storefront Design

The general guiding principal of excellent storefront design is to keep it simple, and to let the natural architectural elements of your building and storefront speak clearly. Below, is a diagram of different components of the storefront to be used as a general guideline for improvements. Note that not all buildings have all of the architectural design elements as drawn below. However, this storefront diagram may be applicable to most building types.



Storefront Design Tips

1. Make it simple

Simple design allows the passer-by to see and take notice of your individual business and/or merchandise. Excessive visual clutter, such as multi-colored facades and too much signage, makes your merchandise/business less effective. A well-designed sign often gets the most attention.

2. Choose the right materials

Materials should be durable and enhance the character of the storefront. It should encourage shoppers to enter your store.

3. Hire experienced consultants

Most storefront alterations or modifications require permits from The City of Hackensack. The architect and contractors you hire should all be reputable and licensed. Get references of their former clients, and inspect completed work.

4. Well-maintained store helps your bottom line in the long run

Keep your storefront, awnings and signage clean and in good condition.

5. Keep in mind your store façade design as well as your neighborhood.

Preserve and reveal the historic or unique architectural elements on your façade, as these elements can draw attention to your store and merchandising.

6. Highlight the uniqueness of your area, store or façade.

This quality can be a great complement to the neighborhood, and create a strong brand/identity.

7. Increase storefront visibility

Fewer signs on the façade, and specifically on windows, allows your merchandise to speak for itself and creates a more secure shopping environment by letting more daylight into the store.

8. Use inviting lighting

Attractive lighting on your storefront can draw attention to your business, especially during low light conditions; and it makes the entire street more enticing.