Freehold Borough Historic Preservation Commission Sign Review Application for a Certificate of Appropriateness

1.	Prop	erty Information: A	Address:	E	Block:	Lot:		
		H	listoric Name (If Know	n)				
			wner's name:					
			ddress:					
			ity:					
		E	mail:	Phone:	F	ax:		
		Year built (If Know	wn): Arc	hitectural style (If	Known):			
	a.		Commercial					
			Residential	Public				
			Mixed Use (stat	e types)				
	b.	Is this a multi-ten	ant building?	If yes, How r	nany?			
	С.	What are the existing uses of the property? (Types of businesses)						
	d.	Total number of p	roposed signs:					
	e.	Type of sign: a	wning projection	on _wall	_Other_	15.		
	f.	Total square foots	ge of each proposed sig	gn:		-		
	g.	Type of material	o be proposed (Wood,	metal, fabric, etc.)				
2.			Name:	Compa	any:			
	(Cire	cle one below) Owner	Address:					
		Tenant	City:	State:	_ Zip Cod	le:		
			Email:	Phone:	Fa	ax:		
3.	Contractor Information: Name:		Compa	any:				
			Address:					
			City:					
			Email:	Phone:	Fa	c:		

SIGN REVIEW CHECKLIST AND SUPPLEMENTAL APPLICATION MATERIALS

A complete application must include the following items. They should be attached to this

form. Photos and drawing must be in color. Applications without the following information will be deemed incomplete and will not be scheduled for review. Please return 15 color copies of the application packet and support materials to the Historic Preservation Commission office at 30 Mechanic Street. 1. A Scaled drawing if the proposed sign(s). (8 ½" - 11" shop drawing that clearly indicate all dimensions and total square feet.) 2. A Drawing/rendering of the proposed sign(s) and current condition, (8 ½" - 16" color side by side of the current condition and proposed changes.) 3. Color photos of the building and adjoining buildings. (different angles and all side of building) 4. Samples and support material for the materials to be used. (Recommended). Please refer to the following ordinances and reference materials for details concerning design guidelines. The Freehold Borough Sign Ordinance at Chapter 15.16; the Freehold Center Core Redevelopment Plan, and the Freehold Borough Historic Preservation Commission Ordinance at Chapter 2.114; Color chart; and Font List. I affirm that I am the owner of the above listed property or the authorized agent of the owner of the property and certify that the information entered is both correct and true to the best of my knowledge. Signature: Printed Name: OFFICIAL BUILDING AND CODE DEPARTMENT USE ONLY Date received: Date forwarded to HPC: Reviewed under ordinance(s): ___NO Conforms to ordinance(s): ____ YES If no, What are the non-conformities?

SIGNS

10.a. GENERAL REQUIREMENTS

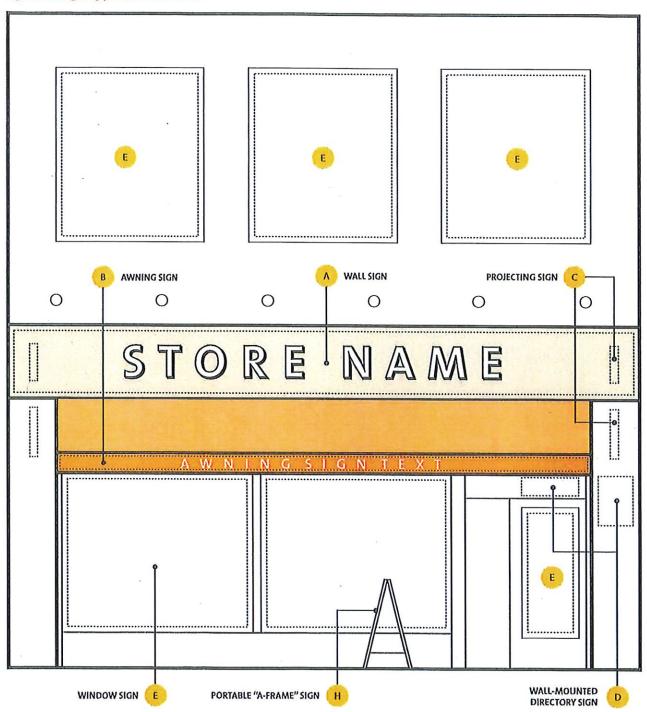
- No commercial statements of the occupant's products or services shall be permitted as part of the building façade or elevation with the exception of permitted signage.
- 2. Where a building requires several different signs, they shall be thematically linked and shall be similar in materials, color, and method of lighting.
- 3. All signs shall be maintained in good condition. Faded, torn, yellowed, crooked or other deteriorated or unsightly signs are not permitted and shall be removed. Clear adhesive materials, only, shall be used to mount temporary signs, and adhesives must be removed when the sign is removed. No duct tape or similar opaque adhesives shall be permitted. If a sign is not in good condition, it must be removed at the request of the Zoning Officer.
- 4. Signage related to residential uses shall be in accordance with the signage requirements set for the in the Freehold Zoning Ordinance for residential uses.

10.b. PERMITTED SIGN TYPES

The following sign types are permitted for non-residential uses in the Downtown Freehold Rehabilitation Area based on zone, subject to the provisions of this chapter.

2. Permitted Signs by Frontage Zone		one		
Sign	Туре	Downtown	Neighborhood	
A	Wall Signs	Р	, NP	
В	Awning Signs	Р	NP	
C	Projecting Signs	Р	P	
D	Window Signs	P	NP	
E	Wall-Mounted Directory Signs	P	P	
F	Free-standing Signs	NP	Р	
G	Portable Sidewalk Signs	P	, NP	
н	Temporary Signs	P	NP	
		P = Permitted NP = Not Permitted	1	

Figure 4: Sign Types and Location



10.c. WALL SIGNS

- 1. Lettering, logos, and symbols must be mounted to a backing or channel. Dimensional letters may not be directly mounted to the façade, unless approved by the Redevelopment Entity.
- Wall Signs should be proportional to the building façade as a whole.
- 3. Wall Signs are not permitted above the Expression Line of the building that distinguishes the ground floor from the upper floors. Signs or structural supports may not extend above the eave, cornice, or parapet.
- Wall Signs shall not cover windows, other building openings, or existing architectural building features.
- 5. Non-dimensional lettering, included painted signs or vinyl decals, are not permitted. Such a sign requires a variance from the Zoning Board of Adjustment.

6.	Wall Sign Require	ments
Star	ndard	
Α	Number permitted	1 per tenant per Right-of-Way frontage
В	Location	8'Min / 16'Max from ground
c	Sign Height	2'sign elements/3'sign
D	Sign Width	75% of façade or 30'Max
E	Sign Area	1 sq ft for each linear foot of store façade frontage
F	Projection	1'maximum
G	Illumination	Internally illuminated Channel Lettering, Halo, or Indirect
н	Base Materials	Wood, wood substitute, masonry, high- quality synthetics
ı	Materials	Wood, wood substitute, metal masonry, plastic, high-quality synthetics

10.d. AWNING SIGNS

- Signs mounted on awnings must comply with awning standards in Section 5.b.6 or 6.b.7.
- 2. Dimensional letter signs are permitted on solar screens or other entryway overhangs, but must comply with all other awning sign requirements.
- 3. No single awning shall contain sign messages for more than two (2) business establishments.
- 4. The awning shall be limited to two colors plus white as approved by the Redevelopment Entity, including the color of sign lettering and all other graphics.
- Signs may not substantially change the height of the awning.

6. /	Awning Sign Requ	irements
Standard		
A	Number permitted	2 per tenant per Right-of-Way frontage
B	Location	Valance of first-floor awnings
c	Sign Height	12"sign elements / 14"sign
D	Sign Width	50% of awning or 20'Max
E	Sign Area	-
F	Projection	1'maximum
G	Illumination	Indirect
н	Base Materials	•
ı	Materials	Cloth, canvas, paint, plastic, high-quality synthetics, metal for channel lettering

Star	dard	
A	Number permitted	1 per tenant per Right-of-Way frontage
В	Location	8'Min / 16'Max from ground
c	Sign Height	1'Max (horiztonal) / 3'Max (vertical)
D	Sign Width	3'Max (horizontal) / 1'Max (vertical)
E	SignThickness	1'Max
F	Projection	5'Max (horizontal) / 3'Max (vertical)
G	Illumination	Internal or Indirect
Н	Base Materials	Wood, wood substitute
ı	Materials	Wood, wood substitute, metal, plastic, high-quality synthetic
J	Mounting Material	Wrought iron or painted black metal with concealed mounting hardware

10.e. PROJECTING SIGNS

- Principal sign faces must be perpendicular to the building face.
- 2. The sign may be horizontally or vertically oriented.
- Lettering and/or symbols shall only appear on two opposing sides of a Projecting Sign.
- 4. Projecting Signs are not permitted above the Expression Line of the building that distinguishes the ground floor from the upper floors. Signs or structural supports may not extend above the eave, cornice, or parapet.

Star	tandard		
A	Number permitted	1 per tenant per window / 2 Max	
В	Location	Ground or 2nd floor windows	
С	Sign Height	-	
D	Sign Width	3'Max Lighted Signs	
E	SIgn Area	25% of the window or 6 sqft Max 20% or 4 sqft Max for Lighted Signs	
F	Projection	-	
G	Illumination	Internal	
Н	Base Materials	••	
1	Materials	Paint, Permanent Plastic Decal	
J	Lighted Materials	Tubular/Neon, Composite LED	

10.f. WINDOW SIGNS

- Businesses may display window signs in ground floor windows, including glass doors. Window signs may be located on second floor windows for retail or business uses only.
- Window signs shall be placed only on the interior side of the windows.
- Each establishment is limited to one (1) "open" sign.
- 4. Window Lighted Signs are permitted, subject to the following regulations:
 - A. Power cords and other electrical components shall be minimized as to visibility from outside the building, to the extent practicable. Excess cord shall be out of sign from the building exterior.
 - No blinking, moving lights, or changing displays are permitted.
 - Lighted signs require a permit and shall not be permitted above the ground floor level.

10.g. WALL-MOUNTED DIRECTORY SIGNS

- Non-residential uses located above the ground level may have one (1) wall-mounted directory sign for each ground floor entrance into a building, whether such entrance fronts on a street or parking lot.
- 2. All lettering on a wall-mounted directory sign shall be of the same type-face style.
- 3. Such sign may identify all building occupant names and their address, however, no sign message for an individual business shall exceed six (6) square feet of sign area.

4. \	Wall-Mounted Dir	ectory Sign Requirements	
Standard			
A	Number permitted	1 per upper-floor tenant per ground floor entance	
В	Location	2'Min / 6'Max (not above door) or 9'Max If above door	
c	Sign Height	••	
D	Sign Width	(**	
Ε	Sign Area	8 sqft Max	
F	Projection	0'	
G	Illumination	Indirect with shielded fixture	
н	Base Materials		
1	Materials	••	

10,h.FREE-STANDING SIGNS

1. Non-residential uses may be permitted to install a free-standing sign only if the depth of the yard in which the sign is located is twenty (20) feet deep or greater, measured from the front lot line to the nearest part of the building located on a lot.

2. F	ree-Standing Sign	Requirements
Stan	dard	
A	Number permitted	1 per lot per Right-of-Way frontage
В	Location	4'Min from any property line
c	Sign Height	8'Max
D	Sign Width	6'Max
Ε	Sign Area	16 sqft Max
F	Projection	•
G	Illumination	Internal or Indirect
Н	Base Materials	Wood, wood substitute, masonry, high- quality synthetics
1	Materials	Wood, wood substitute, metal masonry, plastic, high-quality synthetics

10.i. PORTABLE A-FRAME SIGNS

- 1. Each ground floor commercial establishment may display one (1) portable A-frame sidewalk sign; only if the positioning of such sign allows for a minimum of five (5') feet of clear adjacent walkway/sidewalk access in the pedestrian areas associated with the building and does not block parking, parking meters or other public amenities, or obscure vision for traffic. A zoning (sign) permit shall be required for an A-frame sign.
- 2. Maximum dimensions of each side panel shall be two (2') feet wide by three (3') feet high.
- 3. No paper or other materials shall be affixed to the exterior surface of the A-frame sign.
- 4. No other portable standing signs are permitted.
- 5. The sign shall be maintained in good condition.
- 6. The sign may be displayed outdoors only during hours the establishment is open for business.

10.j. TEMPORARY SIGNS

Establishments may display temporary signs, as follows:

- Temporary window signs shall occupy no more than 25% of the window.
- 2. Temporary window signs are allowed for a total of forty-five (45) days.
- 3. Temporary window signs must comply with all window sign regulations.
- 4. If a temporary sign is not in good condition, it must be removed at the request of the Zoning Officer, whether or not it has been displayed for a full forty-five (45) days.
- Clear adhesive materials, only, shall be used to mount temporary signs, and adhesives must be removed when the sign is removed. No duct tape or similar opaque adhesives shall be permitted.

10.k. PROHIBITED SIGNS

- 1. Internally lighted box signs
- 2. Roofs signs consisting of individual letters or elements erected on the roof of a building or any sign which projects about the roofline.
- 3. Signs with blinking or moving lights, or changing displays.
- 4. Electronic message and manually changeable copy boards.

APPENDIX A

GENERAL COMMERCIAL DISTRICT, B2 ZONE

General Commercial District, B2 Zone.

Signage shall be consistent with or compliment the original construction and/or facade design. For this reason, wood or opaque materials made to look like wood are required. A proposed sign application must be brought before the planning board for review unless it conforms to one of the prototypes explained in detail under subsection (1) below. First floor occupancies may have one of the following prototype signs. Upper story businesses may have a "directory of occupants" wall sign or entrance door sign (item 10 below). The approved prototype sign, except the directory of occupancy sign (item 1C) or the freestanding

tion in a single story building.

1. Approved Prototypes: The following prototype signs, if adhered to in all detail, do not require planning board approval:

sign (item 1G) must be located in the facade

area between the first and second floors of a

multi-story building, or in a comparable loca-

- a. Wall Sign:
- Sign Area: Not to exceed two feet high, width of first floor business less one foot on each end, maximum thickness four inches.
- Material: Carved or incised wood or comparable materials such as sign foam or solid raised letters at least five-sixths of an inch thick.
- Lettering Size: Not to exceed sixty percent (60%) of total sign area.
- 4. Perimeter Border: Framed with molded or routed material or architectural aluminum.
- Colors: All colors listed in Appendix
 G.

- 6. Illumination: External shielded illumination of soft intensity.
- Individual Lettering Attached to Facade:
- 1. Sign Area: For purpose of overall measurement shall be an imaginary sign area not to exceed two feet high and the width of the first floor.
- Materials: Solid material at least fivesixths of an inch thick.
- 3. Lettering Size: Not to exceed sixty percent (60%) of the sign area.
- 4. Colors: All colors listed in Appendix G.
- 5. Construction: Attached directly to the facade, or if extended from the facade, maximum total distance is six inches including the letter thickness.
- 6. Illumination: External shielded illumination of soft intensity.
- c. Directory of Occupants: Subject to the requirements of the approved prototype for the office/commercial district, Appendix B.
- d. Open Backed, Box Letter Mounted Away from Facade:
- Material: Wood, Metal or opaque materials made to look like wood.
- 2. Sign areas: Not to exceed sixty percent (60%) of an imaginary sign area not greater than two feet high, the width of the first floor business, less one foot on each end and not greater than eight inches in depth.
- 3. Colors: All colors listed in Appendix G.
- 4. Illuminations: Internally shielded neon tubing or equivalent within back of letters.
 - e. Awning:
- 1. An awning which has lettering identifying the business no greater than six inches in height on the front skirt is permitted as an addition to the other signs approved for the building.

- 2. An awning which has letters no greater than twelve inches (12") on the awning is permitted in lieu of other sign types, not in addition thereto. The lettering shall not exceed twenty-five percent (25%) of the total sign area,
- All awnings shall consist of canvas or comparable fabric.
- 4. Colors: All colors listed in Appendix G.
- f. Canopy Sign: This sign is in lieu of other sign types, not in addition to:
 - 1. Material: Plastic (or durable cloth).
- 2. Lettering Size: Maximum height twelve (12) inches.
- 3. Colors: All colors listed in Appendix G.
 - 4. Illumination not permitted.
- 5. Size: Maximum vertical elevation of four feet; maximum projection two feet from facade; maximum width-store frontage.
- 6. The lettering shall not exceed twenty-five percent (25%) of the total sign area.
- g. Free Standing Sign: Subject to the requirements in the approved prototype for the office/commercial district, Appendix B.
- 2. Window Signs: In addition to the approved prototype sign, window signs are permitted throughout the district subject to the following restrictions:
- a. A window sign includes a signpainted/affixed directly to the inside or outside of any glass window or glass portion of a door, and any sign hung inside the building designed to be read from the outside.
- b. One neon sign indicated that the business is "open" may be installed as a part of this permitted sign area. A neon sign is defined as a sign constructed solely of visible lighted tubing. This neon sign may not exceed twelve (12) inches by twenty-four (24) inches in size, including any backer board or other

- mounting or display material included with the neon sign, and this neon sign area, together with other signage in the window, cannot exceed ten percent (10%) of the total window area.
- c. In no event shall any sign or combination of signs constituting window signage exceed ten percent (10%) of the area of the window in which it or they are located. In no event shall there be more than one neon sign per business. Any neon sign shall be located on the street level (first floor) of the structure.
 - d. For temporary signs, see Appendix F.
- 3. A structure with frontage on two or more public streets may have signage on each frontage. A structure with access to and/or visibility from a public parking lot may have signage facing this parking lot. In each case, each side of the structure is considered as a separate sign application. (Ord. 34/98 (part))

APPENDIX B

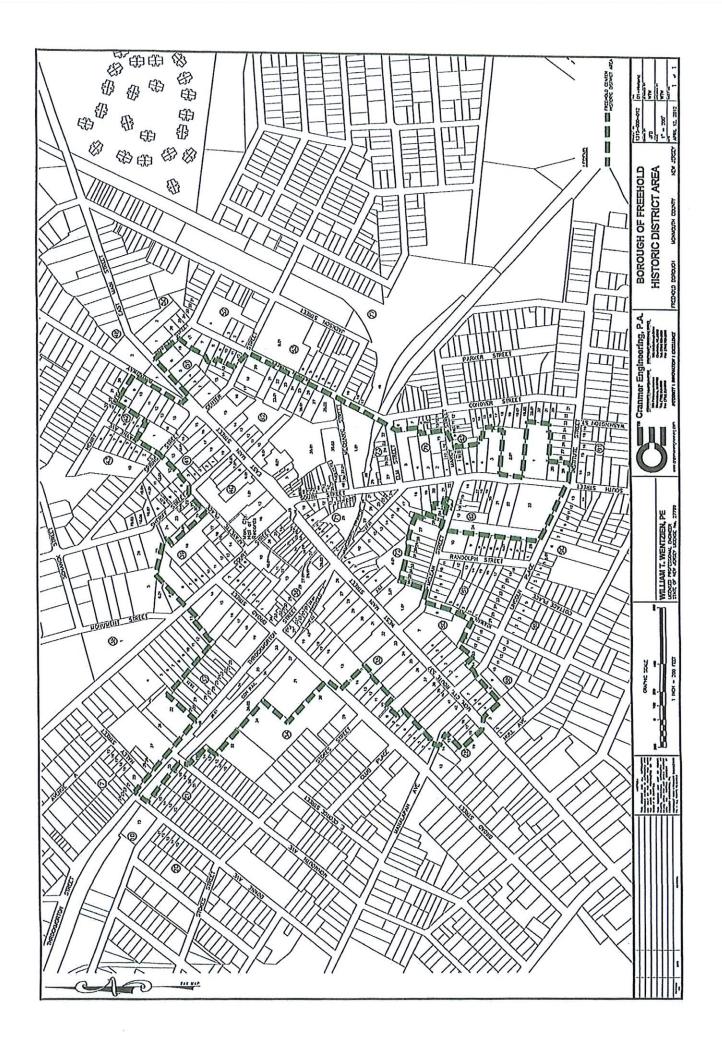
OFFICE/COMMERCIAL DISTRICT, B1 ZONE

Office/Commercial District, B1 Zone.

Signage shall be consistent with the age and architecture of the structures located within this zone. The proposed sign application must be brought before the planning board for review unless it conforms to the prototypes explained in detail under (i) below. Each location may have a freestanding sign and either a wall-mounted directory of occupants sign or an entrance door directory of occupants sign.

- 1. Approved Prototypes: The following Prototype signs, if adhered to in all detail do not require planning board review:
- a. Directory of Occupants: Limited to one per building, or one per building facade, for each facade where there is a business entrance facing a street or parking area.
- Freestanding refer to Section B below.
 - 2. Wall Sign: (Attached to building):
 - a. Materials: Wood or sign foam;
- b. Sign Area: Not to exceed two feet by three feet (2' x 3').
- Lettering size: Not to exceed sixty percent (60%) of sign area;
 - d. Colors: All colors listed in Schedule G.
 - e. Illumination: Not permitted.
- 3. Entrance Door Sign: For upper floor businesses, limited to one business or firm name per business or firm, in lieu of a directory of occupancy sign.
- a. Material: Painted directly on the door;
- b. Lettering size: All lettering not to exceed sixty percent (60%) of the door area.

- c. Colors: Black, white or twenty-three
 (23) karat gold leaf.
 - d. Illuminations: Not Permitted.
- b. Freestanding Sign: A sign located in the front yard provided that the sign be set back at least four ft. from the building side of the sidewalk.
 - 1. Dimensions:
- a. Maximum height including advertising structure: not to exceed five feet for single post sign or four feet for dual post signs.
 - b. Maximum width: four feet overall.
- c. Minimum Distance: Bottom of sign to finished grade not less than eighteen (18) inches for dual post signs and twenty-four (24) inches for single post signs.
 - 2. Colors:
- a. Post and backboards: White or varnished natural wood.
- b. Lettering: Carved in or painted on wood, metal or similar material using the colors listed in Appendix G.
- 3. Supporting Posts: four by four inches $(4'' \times 4'')$
- 4. Lighting: Signs may be illuminated by a maximum of two white external stationary lights of an intensity not to exceed seventy-five (75) watts each, shielded and directed solely at the sign.
- Signs shall be located and be of a size and design as not to interfere with motor vehicle sign triangles.





Historic Preservation Committee recommended fonts for Freehold Borough signs, awnings and canopies

Freehold Borough Historic Signs

noosten.

FREEHOLD BOROUGH HISTORIC SIGNS

ALGERIAN

Freehold Borough Historic Signs

Britannic Bold

Freehold Borough Historic Signs

Brush Script Std.

Freehold Borough Historic Signs

Birch Std

TREEMOLD BOROUGH HISTORIC SIGNS

ROSEWOOD STD RECULAR

Freehold Borough Historic Signs

Bookman Old Style

Freehold Borough Historic Signs

Broadway

FREEHOLD BOROUGH HISTORIC SIGNS

MACEDONIA

FREEMOLD BOROWOM Mostoric Scans

New Year

FREEHOLD BOROUGH HISTORIC SIGNS Eliza Facia

Freehold Borough Historic Signs

Adobe Caslon Pro Bold

Freehold Borough Historic Signs

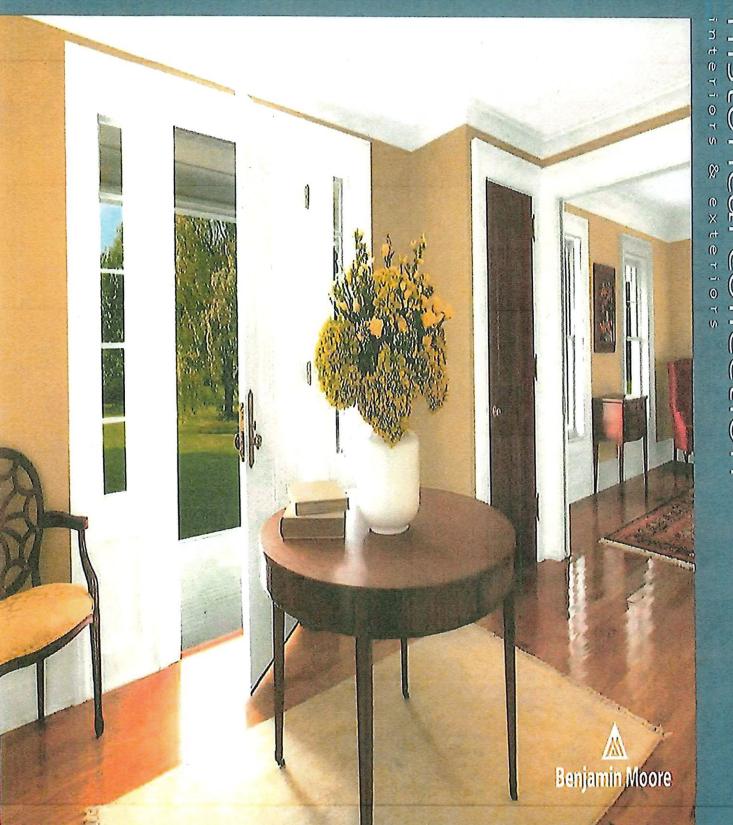
Diner

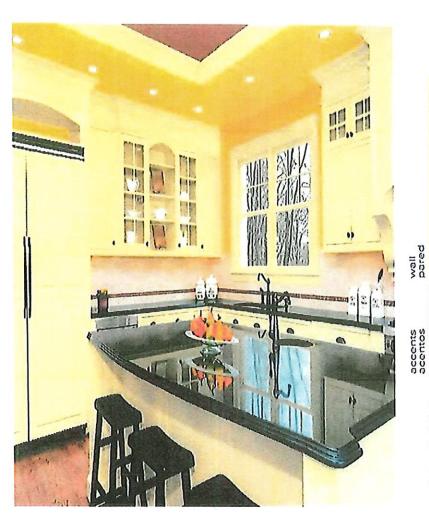
FREEHOLD BOROUGH HISTORIC SIGNS

Uptown Diner

historical collection

interiors & exteriors







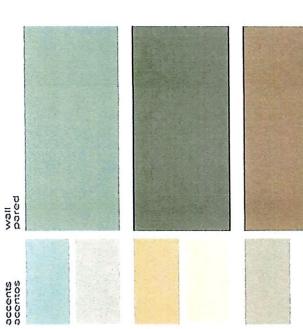




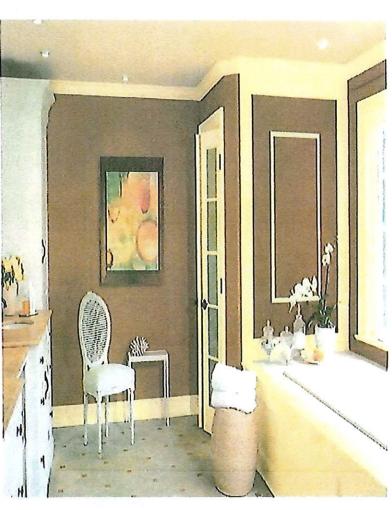


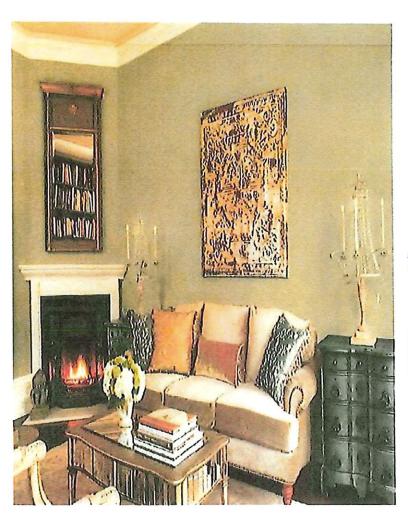


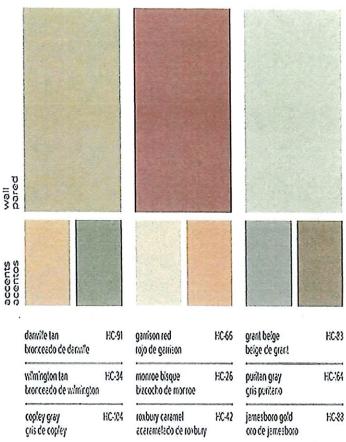


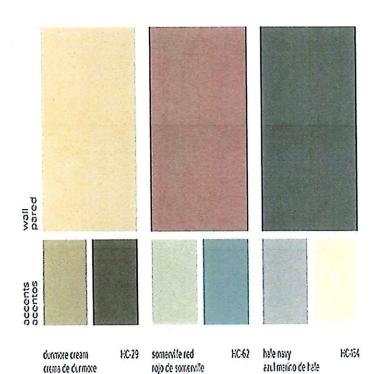


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edgecomb gray gris de edgecomb	HC-173	greenmount sik seda de greenmount	HC3	monterey white blanco de monteney	HC-27









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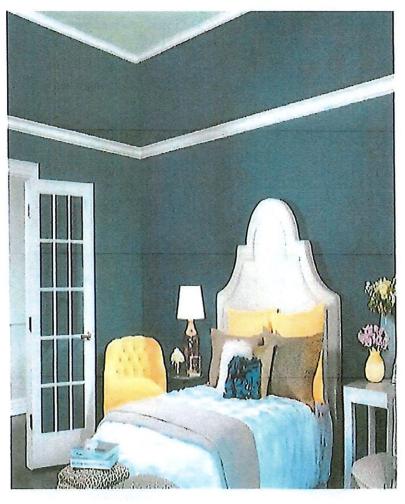
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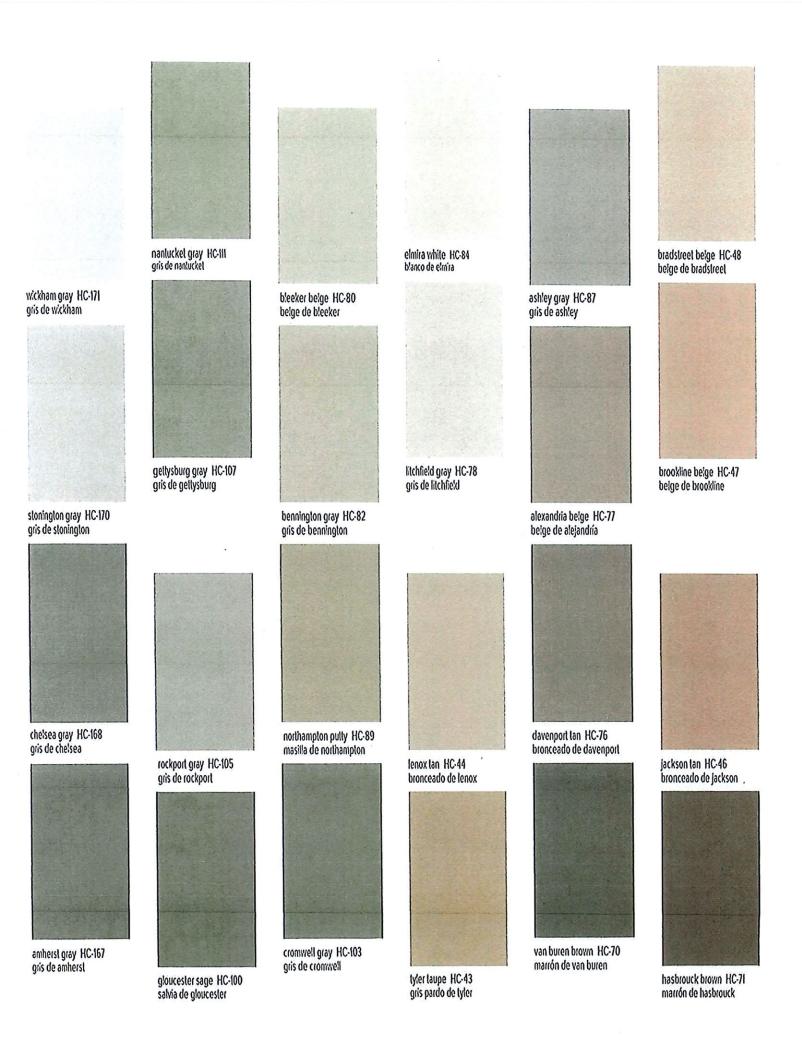
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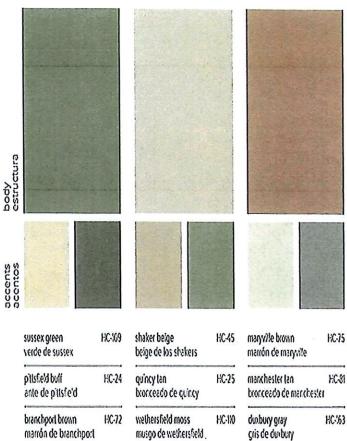
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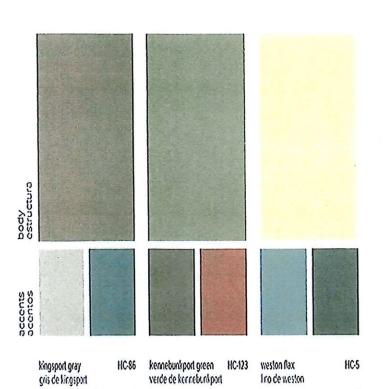












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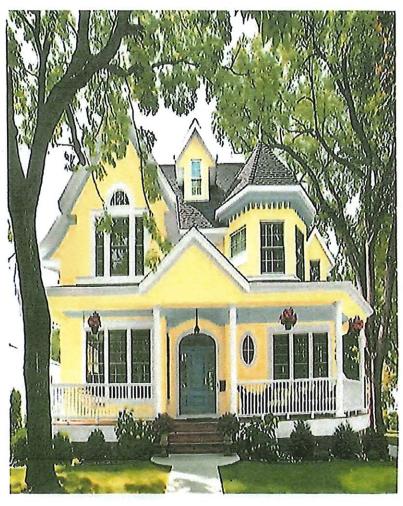
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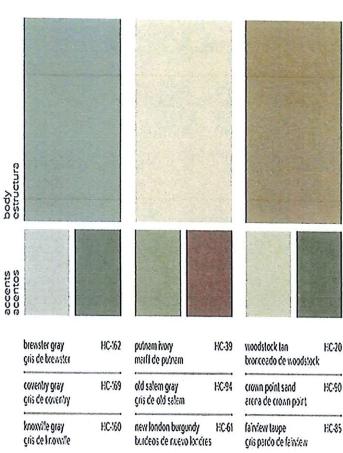
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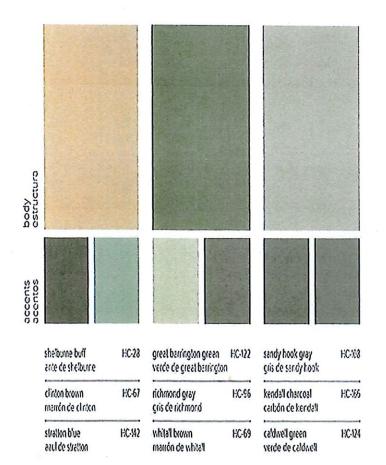
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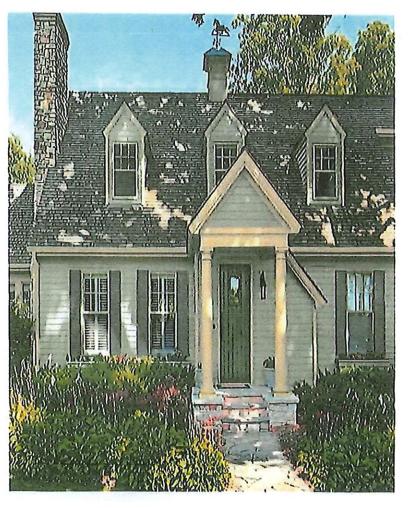
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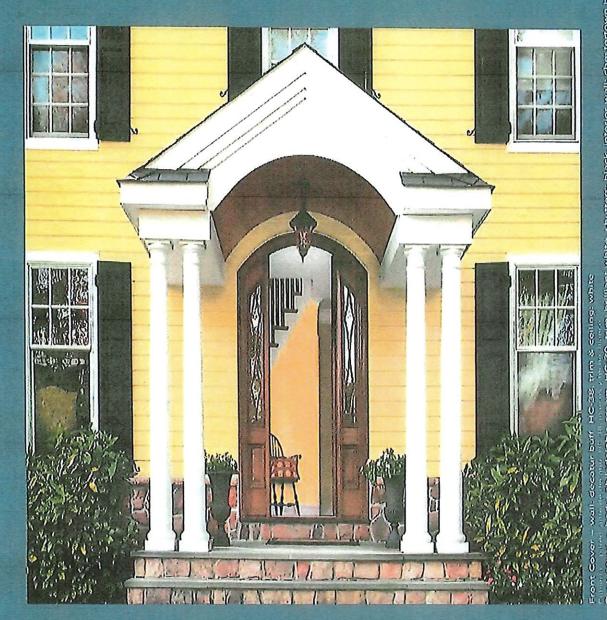












Visit your local Benjamin Moore retailer for expert advice on product, sheen and color selection.

To find a Benjamin Moore retailer near you, call 1/800/6/PAINT-6.

Write a recognizable field of Berger's Vising recognizations, records experted state to referent or estimately and a process of Vising records a Markov at M





Montvale, NJ 07645 benjaminmoore.com



