
**Shark River Waterfront
Improvement Area
Architectural Design Guidelines**

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

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Shark River Waterfront Improvement Area Design Guidelines

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Shark River Waterfront Improvement Area Design Guidelines

I. Statement of Purpose

Design Guidelines, as outlined within this handbook, are to serve as a guide to commercial building property owners, business operators and developers in the implementation of either facade improvements, renovations or new construction within the **Shark River Waterfront Improvement Area** in Neptune Township, New Jersey.

The Design Guidelines offer a wide range of building facade treatment options and general architectural parameters which may be interpreted and adapted in the design process. The Design Guidelines also identify treatments which are considered inappropriate and unacceptable by Township of Neptune.

The various expressed guidelines provide building facade design criteria which are intended for various waterside hospitality, entertainment and dining operations and complementary uses related to recreation, the arts, and artisanship and the objectives of development of this district.

All proposed improvements within the **Shark River Waterfront Improvement Area** are to be consistent with a “*marina themed entertainment district*”. The designs within the district should provide both a clear “*sense of place and destination*” and a distinct “*architectural identity*”. Wherever feasible, architectural designs must also create a “*pedestrian friendly waterfront environment*”.

The current building use groups within the **Shark River Waterfront Improvement Area** include entertainment, restaurant and recreational vehicle sales and rentals. A representation of the existing businesses within the defined district includes the Headliners Bar, Waterfront Sunsets Restaurant and Lounge, Captain Bill’s live lobster sales and Bait Shops, Jack’s Rib and Ale House, the Neptune Motor Lodge and Stumpy’s Recreation Vehicle Shop. Several surrounding residential enclaves exist at the district’s perimeter.

The Design Guidelines are to be applicable to any property which either fronts or has direct access from the Route 35 or is within the **Shark River Waterfront Improvement Area**. All such properties are to fully comply with the intent of these Design Guidelines and will be subject to review and compliance with the Design Guidelines by the Township of Neptune and its assigned professional reviewing representatives. In addition to the Design Guidelines, all proposed improvements must also be in compliance with the Township of Neptune - Land Development Ordinance.

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

II. Executive Brief and Design Guidelines Summary

Design Guidelines, which follow, are intended for the **Shark River Waterfront Improvement Area** in Neptune, New Jersey. The improvement area includes the immediate blocks west of the northbound side of the Route 35 Highway at the northern base of the Shark River bridge. Specifically, the Shark River Improvement District is bounded by the limits of Avon-by-the-Sea on the east; bounded by the Shark River Inlet bulkhead wall on the south; bounded by the limits of Neptune City on the north; and the Shark River shoreline on the west.

Detailed Design Guideline narrative and examples are included in this handbook as to the specific architectural treatments. In addition to the expressed architectural treatments and facade design criteria, specific suggestions have been provided pertaining to signage, color and exterior lighting.

Although several well-rooted businesses are already active within the district, much of the area has been historically vacant, underutilized or perceived as non-contributing to the positive image of the surrounding waterfront area.

The revitalized district will primarily attract seasonal populations, but should offer designs which satisfy year-round resident and visitor use and needs.

Specific Design Guidelines are detailed in the body of this handbook, however, a brief summary of the criteria follows.

II. Executive Brief and Design Guidelines Summary (cont.)

General recommendations regarding architectural characteristics, within the **Shark River Waterfront Improvement Area**, *encourage* the following:

1. architecture may be playful in form and responsive to the harbor views, the featured sunsets, and social interface;
2. where feasible and appropriate, designs should integrate options for outdoor waterfront dining and passive recreational activities;
3. structures should relate to human scale and incorporate various public amenities including benches, paths, decks, bike racks, balconies, porches and other covered outdoor spaces; designs featuring garage doors, massive walls and strip mall type storefronts should be avoided;
4. structures should integrate colorful awnings, banners, flags and canopies;
5. where feasible and appropriate, make or allow for provisions to incorporate artist and artisan display exhibit and/or sales kiosks along the pedestrian waterfront, promenades and pathways;
6. building heights should not exceed 2-stories, with the exception of hotel or residential building type development or where otherwise permitted by zoning regulation.
7. roof lines and parapet and building heights should be architecturally articulated, diverse in design form and varied in height;
8. architectural styles to be marina themed and be consistent with traditional Jersey Shore Seaside Colonial designs and details associated with marina, small craft harbor activities, fishing, boating and recreational waterside architecture and incorporate the use of materials indigenous to the Jersey Shore area;
9. exterior sidings should be varied and interesting, utilizing a mix of patterns, integration of lattice work, shutters, shingles, shakes, horizontal boards, masonry finishes, and varied architectural trim and details;
10. architectural geometry incorporating gables, hip roofs, towers, dormers, archways, and covered entries, atriums, arched parapets, cornices, transoms and other architectural shapes, elements, details and forms as illustrated in the examples provided in this handbook.

Shark River Waterfront Improvement Area Design Guidelines

III. Architectural Design Guidelines

The planning and ultimately the marketing concept for the Shark River Waterfront Improvement Area is that of both a “*shoreline marina*” ...and... “*seaside harbor village*” ... and a place for regeneration of the senses at sunset. This romantic notion is the premise for much of the aesthetic guideline criteria.

The current inventory of buildings within the district is limited, so it is not likely that any new structure or development will get its cue from the existing,

The introduction of a series of new buildings, or services and businesses, should be related to food, music, the arts, and social interaction and events.

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

It is important to remember that this corridor is neither a Victorian village, a replica turn-of-the century Main Street, nor other themed architectural style without relationship to the site and community. *Sensitivity to human scale in combination with a relationship to the riverfront should be the first priority.*

In essence, the **Shark River Waterfront Improvement Area** is a “*portal*” to Neptune.

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

Shark River Waterfront Improvement Area Design Guidelines

A. Form, Configuration and Positioning on-site

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

1. be inspired by and replicate seaside structures and traditional marina and fishing village building forms, types and shapes;
2. not be of such scale or mass so as to create an imbalance with the marina and fishing village concept;
3. allow for pedestrian linkages between places of business and the public waterfront as part of the riverfront reclamation objective;
4. not be constructed in the configuration of a suburban strip mall;
5. be architecturally diverse and varied so as to create a sense of individuality between structures but not lose sight of a sense of community.

New structures should not be randomly situated but be strategically sited to create visual relationships to the riverfront and create interesting architectural perspectives from both approach routes and between the various buildings and elements within the district.

B. Height

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

Building heights should generally not exceed 2-stories except where otherwise permitted by zoning regulation. Residential town homes or multi-family development may be a full 3-stories. Hotel or motor lodge uses may also be 3 stories in height but would be permitted to be 50 feet in height at the highest roof point

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

Featured corner tower elements, ship masts, lanyards and varied height parapet walls at the building facade are welcomed features and are exempt from any restriction except where restricted by Construction Code or where such height does not exceed 40 feet from lowest point within 6 feet of such structure

C. Roofs Types

Hip roofs and flat roofs with arched or architecturally detailed parapets are preferred. The use of gable roofs, with an 8:12 pitch or better, in combination with the use of dormers, eyelids or other similar roof elements is acceptable. .

Featured corner tower elements and articulated parapet walls at the building facade are welcomed features.

The use of standing seam or corrugated sheet metal roofs at hip, gambrel, gabled and other pitched roofs is preferred. Heavy weight simulated split wood shingle or sheet metal roof construction are acceptable alternatives. Metal flues and vents preferred.

The application of mansard facade treatments is generally discouraged. However, limited applications may be acceptable if designed proportionate to building scale rather than being undersized and oversized, and designed so as to be an integral component to the structure rather than to appear as a pasted or attached canopy. For example, the use of such roofs at loading docks and garage service doors is acceptable. The introduction of ornamental support brackets are suggested in such cases,

D. Doors and Windows

Doors and windows should reflect the purpose of the building or functions performed at the place of business and should be oriented to riverfront and sunset views to the degree practical. Where appropriate or required, the use of overhead or swing type garage doors and loading docks are acceptable. All such areas are to be maintained in good repair.

Doors may be either double or single in configuration and be constructed of solid wood or metal. Frames should not be vinyl, brushed steel or unfinished aluminum. Hardware to complement the style of the door, the district theme and the architecture of the building.

Storefront display windows should match or complement the doors and other trim. The use of transoms, arched window and creative window compositions or configurations are encouraged. Large fixed glass windows, not to exceed 10 feet in any dimension, are permitted when oriented to maximize waterfront views.

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

E. Materials

The selection of materials in any facade improvement or proposed new construction within the district must adhere to the harbor/fishing village concept. Materials should appear rough sawn, weathered, grayed, seasoned and natural.

For purposes of consideration, a range of acceptable facade treatment materials has been identified. Combinations of materials is acceptable for any project.

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Acceptable building facade materials are as follows:

1. wood or vinyl clapboard siding, shake shingle siding, and corner and fascia boards;
2. standing seam sloped metal roofing or heavy weight simulated split wood roof shingle or sheet metal roof construction;

3. factory painted or finished metal frame doors, windows and storefronts
4. fiberglass, steel, wood exterior posts, brackets, details and columns;
5. painted metal tubular railings or vinyl clad tubular railings;
6. fine sand smooth stucco finishes;
7. fiber cement products which simulate clapboard siding and cedar shingles, cut stone and stucco;
8. cut stone or brick masonry at piers, bases, and other visible structural elements may be used, brick should be imperfect used type or white washed and treated to appear aged;
9. rough sawn T-111 vertical grooved plywood panels may be utilized selectively in combination with other siding materials and patterns.

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

The use of varied siding patterns is encouraged and may be further enhanced by the introduction of dormers, transoms, clerestories, and awnings. The application of painted wood carved signs and small bracket mounted wood carved and painted signs would be appropriate and welcomed additions.

Proposed designs should not use long spans of residential type horizontal vinyl siding, painted or stained , or unfinished aluminum storefront frame assemblies.

Proposed facade designs should not be constructed of contemporary pre-fabricated aluminum, composite aluminum, cement faced or otherwise enameled or oversized exterior wall panels.

F. Color

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

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

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Dominant siding colors should be weathered gray and white. Acceptable alternates include barn red, sandy cream, weathered cedar brown, light butter yellow, dark stone gray and sea foam green.

Selection of secondary and tertiary building color may also be based upon corporate logo identity or corporate standards. Dominant standing seam metal roofing and trim colors are to be in the dark green, jaded copper, aqua-marine blue, brown/mocha or stone gray

range, but variations will be considered during the review process when use of such colors is determined to be necessary or appropriate for limited surface areas. Use of corporate colors is subject to Township of Neptune review and approval.

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

Exterior trim, roof and other facings are to be factory painted or finished in the suggested architectural colors in this handbook and as available from the manufacturer.

Building facades must have all window and door frames of matching color. The replacement of any single window or door frame must match all those existing or require that all others are made to match the replacement unit.

G. Architectural Styles, Ornamentation and Detail

Architectural styles are to be consistent with a *“marina themed entertainment district”*. All treatment and details should reflect the nautical aspect of the site, various waterside hospitality, entertainment and dining operations and complementary uses related to recreation, the arts, and artisanship and the feeling of a *“small harbor/marina and fishing village”*.

The various improvements and designs within the **Shark River Waterfront Improvement Area** should incorporate gables, sheds, hip roofs, watch towers, bell towers, dormers, archways, covered entries and porches, atriums, random window openings, grilled transoms and other architectural shapes, elements, details and forms which might be found in such a setting.

Designs featuring massive, long uninteresting walls should be avoided and are especially unacceptable when facing or oriented to pedestrian ways and vehicular approaches.

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

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It is important to remember and consider that this is not an extension of Ocean Grove, nor of downtown Belmar or Avon-by-the-Sea. It is not to be a simulated Victorian Village, nor a fabrication of a turn-of-the-century Main Street nor other specific period, regional or other international style that is without bearing to the immediate area.

Exemptions may be considered in the cases where the building use is either a take out food business or restaurant. In such cases, further consideration will be given to the architectural design but is again subject to final review and approval by the Township of Neptune and its reviewing professionals.

In brief, architectural style, ornamentation and detailing solutions should:

1. be generally based upon traditional seaside harbor, marina and fishing village architectural forms, geometry and theme;
2. incorporate gables, sheds, hip roofs, watch towers, bell towers, dormers, archways, covered entries and porches, atriums, random window openings, grilled transoms and other architectural shapes, elements, details and forms which might be found in such a setting;
3. feature storm shutters, canopies, wall brackets, lanterns, dock bollards, fishing nets, lobster cages, ropes, flags, banners, chalk board menus, barometers, weather vanes, cupolas, widows walks, balconies, ship masts, lanyards, port holes and other nautical themed details.

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

H. Signage

Signs are one of the most prominent visual elements within this district. The signs define the purpose of each building and add to the sense of destination, entertainment and character. Signage within this district should be of the highest quality and be considered an art form.

All signs are to be exterior illuminated carved and/or painted wood type. Sign panels may be varied in shape and feature graphic symbols, gilding, and a mix of contrasting historic colors as manufactured by Benjamin Moore or Sherwin Williams Paint.

Back lit, plastic panel, and illuminated box type signs are not permitted.

Portable signs on wheeled wagons or carts with changeable lettering are not acceptable. Changeable lettering systems, utilizing individual letters, must be located within designated marquee areas.

Approved signs may be placed anywhere on a building but should not obscure the building's featured architectural details.

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The installation of wall mounted, bracket mounted, roof top billboard, pole mounted banner, neon tube, sidewalk free-standing sandwich type, and awning signs are permitted and preferred.

The application of paper signs with hand painted or drawn lettering, display of beverage and food vendor promotional sales decals, stickers and banners as a permanent element on the exterior of a building is not acceptable.

The display of more than six (6) posters larger than 8 1/2" x 11" in dimension (or its total

equivalent surface area) on glass doors and window storefronts is also discouraged. Exceptions with regard to posters includes public, civic or community information posters which are displayed for a period of not more than 30 days.

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

1. signs are to be professionally fabricated, carved, painted and installed;
2. signs are to be either painted plywood, raised carved wood or synthetic wood lettering, or be a preferred - carved, painted and gilded solid wood sign;
3. signs are to be illuminated externally by gooseneck lamp fixtures; remote spot light, adjacent spot light with baffle, fluorescent tube with baffle or incandescent globe lamping at perimeter of sign edge;
4. signs are to be painted in historic color schemes utilizing no less than a combination of 3 colors (black and white are considered colors);

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

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

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

I. Exterior Lighting

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

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

Again, back lit box signs are not acceptable unless designed as a corporate graphic or logo which is always subject to final review and approval by the Township of Neptune and its reviewing professionals.

Architects, lighting designers and builder/developers should also become familiar with both existing or proposed structures within the **Shark River Waterfront Improvement**

Area in order to design appropriate lighting.

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

J. Other Related Concerns

Items such as awnings, merchandising displays, outdoor dining, security grilles, fencing, covered entries, trash disposal and pick-up enclosures, and banners are not usually considered in the architectural design.

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

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

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

This district also differs from others in Neptune Township in that the introduction of various details and elements of interest are not only permitted, but encouraged. Such details and elements consist of storm shutters, carved and canopy wall brackets, crafted metal lanterns, dock bollards, fishing nets, lobster cages, ropes, flags, banners, chalk board menus, outdoor barometers, weather vanes, cupolas, widows walks, balconies, ship masts, lanyards, port holes and other nautical themed items of interest. Combined with various roof gables, hip roofs, watch towers, bell towers, dormers, atriums, archways, covered entries and porches, sheds, random window openings, grilled transoms and other architectural elements which might be found in such a setting...a virtual wealth of visual excitement and character will be developed.

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

1. Awnings:

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

Colors should complement the proposed building design or improvement

and be consistent with the preferred colors listed in this handbook. Stripes and solids are permitted; the use of lettering reflecting the name of the establishment is acceptable when designed so as not to be overly garish, contain inappropriate language or visual content, or dominate to overall surface of the awning. The placement of trade names, beverages, food products, or other corporate logos is subject to review, but is generally acceptable within this entertainment district.

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All awnings should be at least 10 feet clear from sidewalk or patio grade, or as otherwise mandated by Building Construction Code, extend beyond 16 feet from the building face.

2. Outdoor Merchandising Displays:

Although sidewalk displays add color and vitality to the district and pedestrian environment but should be displayed in an orderly manner so as not to contribute to sidewalk confusion and visual clutter.

Displays for small items or seasonal rentals should be on either removable carts which are stored indoors overnight or housed within permanent kiosks for overnight security.

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

Use of cardboard boxes and cartons is not acceptable.

Displays should not hamper the access or egress to the place of business and not extend beyond 7 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..

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3.. Cafes/Outdoor or Waterfront Dining:

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

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

Pedestrian passage must be maintained. A minimum of 42” is preferred, if possible. Positioning of dining furniture should generally be adjacent to the place of business. Where larger waterside or plaza type spaces are available, minimal clearance should be accommodated.

Umbrellas should all match and be canvas type or fabric 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, as are the placement of various trade names, beverages or other corporate logos. As in the case of all facade treatments and related exterior concerns, all final graphics are subject to approval by Neptune Township authorities.

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Where physically permissible, sidewalk umbrellas should not exceed 6 feet in diameter dimension. Umbrellas sized between a 4 to 5 foot dimension are preferred. Larger 8 foot diameter umbrellas are permitted in plaza settings only.

4. Window and Storefront Security Grilles:

Every effort should be made to conceal security grilles over storefront designs through architectural means or through the use of awnings.

Location of the security storage grille boxes may be either interior or exterior mounted, but should be painted to match the exterior or trim colors of the building. Exterior mounted window grilles may be fabricated of ornamental iron or architectural lattice.

All security grille work should be painted dark green, brown, black or the same color as the building exterior facade.

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5. Fencing/Screening/Pathway Delineation:

Chain link, painted wood picket and other slat wood fencing is not recommended. Painted wrought iron or vinyl clad tube and rail type fencing is acceptable, however. roped barriers, use of wooden barrels, stacked lobster cages, wooden dock bollards (piles) interconnected by ship rope or chain, and either galvanized or painted pipe railings are preferred in the practice of pedestrian delineation.

Screening of mechanical equipment, condensers, compressors, chillers, coolers or other such items may be achieved by either constructing fencing of similar materials to the building the items serve, or the use of stretched canvas which may be attached by rope to pipe structures. Pipe structures

may be galvanized or painted, and may be part of a canopy or awning assembly. Fencing heights must be in compliance with local zoning restrictions and in compliance with Construction Fire Code.

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

6. Flags and Banners:

Permanent flags and banners may be attached to exterior building surfaces;

Temporary event banners are permitted but should not be displayed for more than a three (30) day duration in advance of the event. Beverage or Product advertising banners on building facades is discouraged. All banners must comply with local signage ordinances.

7. Covered Entries or Walkways:

Covered entries may be fabric or canvas type with lightweight aluminum tubular frame with anchored tie downs, but permanent structural covered entries and recessed entries are preferred. The installation of covered entries should not be placed or constructed so as to impede flow of pedestrian movement nor create a safety concern through the creation of tripping hazards, unsafe structural projections or headroom clearance limitations.

8. Trash Disposal and Storage Enclosures:

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

Shark River Waterfront Improvement Area Design Guidelines

IV. Examples of Acceptable Architectural Treatments

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

Shark River Waterfront Improvement Area Design Guidelines

A. Building Envelope and Exterior Facades

Shark River Waterfront Improvement Area Design Guidelines

B. Architectural Ornamentation and Details

General Architectural Sense of Aesthetics and Detail Treatments

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Shark River Waterfront Improvement Area Design Guidelines

V. Examples of Acceptable Signage Applications

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

Shark River Waterfront Improvement Area Design Guidelines

A. Permitted Signage and Marketing Elements

The following is a list of signage which is permitted within the **Shark River Waterfront Improvement Area**.

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

4. Signs indicating public transportation stops when approved or installed by public transit or municipal authorities.
5. Temporary and permanent traffic signs and signals installed by township, county, or state agencies for the purpose of directing or regulating the flow of traffic.
6. Kiosk or community information bulletin boards designed as permanent streetscape installations as part of the improvement area concept plan.
7. Non-illuminated directional signs identifying parking areas, loading zones, entrances, exits and similar conditions. The signs may include a business name but not exceed 4 square feet in area.
8. Warning, no trespassing or other safety signs not exceeding 4 square feet in area.
9. Inflatable balloon, tethered balloon, tracer light, sequential light, flashing light, neon tube window or marquee type signs, or other similar marketing tools and devices are permitted but no more than one such device may be used at any single place of business.
10. Signs which are an integral part of vending machines, gas pumps, or corporate logos, but subject to review and approval by Township authorities.
11. Temporary window 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.

Shark River Waterfront Improvement Area Design Guidelines

B. Inappropriate Signage and Marketing Elements

The following is a list of signage or other marketing elements which are unacceptable within the **Shark River Waterfront Improvement Area**.

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 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.
6. Signs which attempt to imitate or otherwise cause confusion with existing signs erected by any government authority
7. Signs advertising a product or service not sold or provided on the premises the sign is located or directing the public to other locations.
8. Marking or painting of public sidewalks in an effort to create signs or marketing or directional information to attract pedestrian business traffic.
9. 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.
10. Portable signs on wheeled wagons or carts are not acceptable.
11. Changeable lettering systems, utilizing individual letters, may only be located within designated marquee areas, or as otherwise approved by Township review.

Credits

Line drawing images are from the 1991 Princeton Architectural Press Publication entitled: “*Seaside - Making a Town in America*”
Publication edited by David Mohney and Keller Esterling; based upon work which features the work of Andres Duany and Elizabeth Plater-Ziberk