

Upper Deerfield Redevelopment Area
DESIGN GUIDELINES

UPPER DEERFIELD REDEVELOPMENT AREA DESIGN GUIDELINES

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SECTION 1 – INTRODUCTION

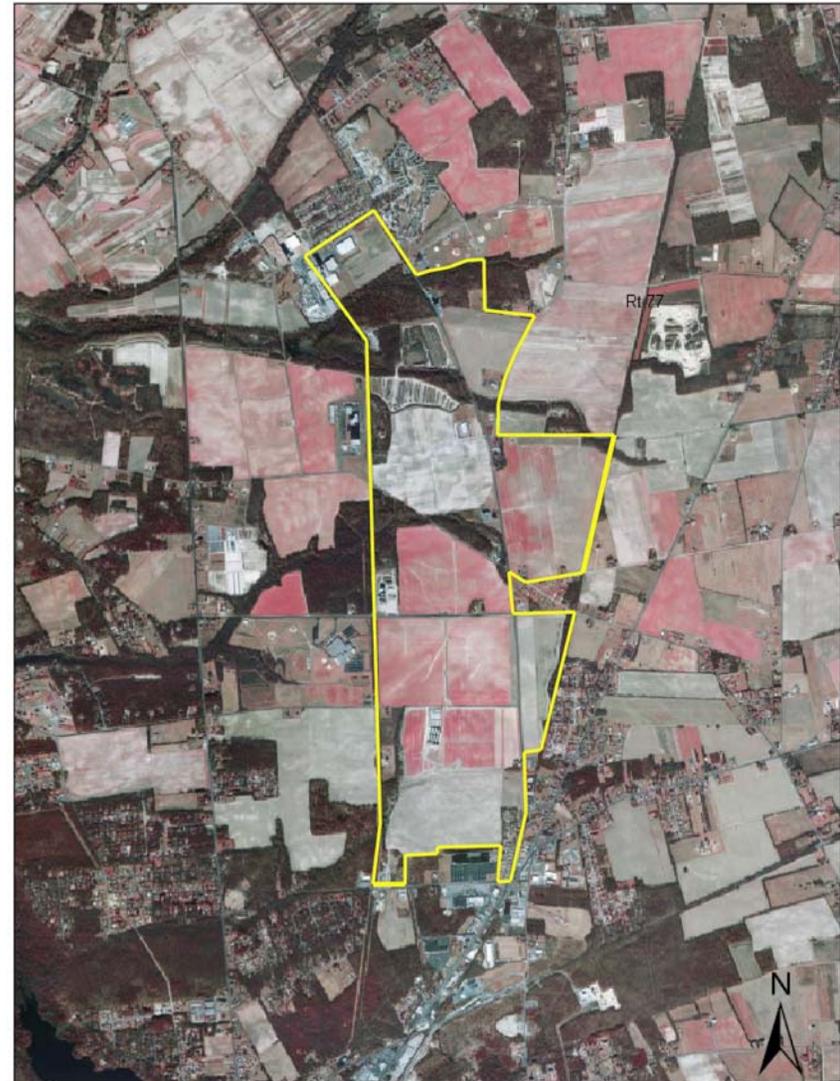
1. What are the Upper Deerfield Town Center design guidelines?

Until recently, the Upper Deerfield community has been largely rural and agricultural. Increased urbanization within Cumberland County and adjacent areas have created substantial development pressures on many of the region's rural lands. In 2001, the Township of Upper Deerfield designated a 1060-acre, relatively vacant tract of agricultural farmland along State Highway 77 as a Redevelopment Area.

The Township is currently in the process of adopting a Redevelopment Plan which addresses long term development in this 1060-acre Redevelopment Area based upon smart growth principles. In conjunction with the Redevelopment Plan, the Township proposes to enact an Upper Deerfield Redevelopment Area Design Guidelines/ Overlay Ordinance that will guide all development activity within the Redevelopment Area. The purpose and intent of the guidelines are to establish a set of design regulations and a design review process that will provide a necessary framework for new development and redevelopment of properties and buildings within the Redevelopment Area. The design standards are intended to enhance the quality of life within the Redevelopment Area by ensuring the occurrence of good quality and aesthetically pleasing development. The Design Guidelines are meant to guide the Planning Board and property owners in fulfilling this objective. The Upper Deerfield Redevelopment Area Design Guidelines are further intended to designate the design review area (Redevelopment Area), delegate and assign certain authority, and establish oversight, review and enforcement procedures. Figure1 illustrates an aerial image of the Upper Deerfield Redevelopment Area.

A series of objectives and specific requirements have been compiled within this document. The Design Guidelines have been prepared to recognize the rural character of the Upper Deerfield community allowing sensitive development while taking into consideration its gradual transition to a regional commerce center. In general, these standards apply to all streets, open spaces, buildings and structures within the Upper Deerfield Redevelopment Area.

Figure1: Upper Deerfield Redevelopment Area



2. What is the purpose of these design guidelines?

The Upper Deerfield Redevelopment Area design guidelines will serve as a guide for all development activity within the Redevelopment Area. The purpose of these design guidelines is to improve the visual and overall quality of life within the Redevelopment Area. Fundamentally, the design guidelines consist of two parts: Public Space Design Guidelines; and Private Property Design Guidelines. The Public Space Design Guidelines outline activities for the development or improvement of streetscapes, public spaces and infrastructure. The Private Property Design Guidelines, comprised of Site Development Design Guidelines, Building Design Guidelines, and Sign Design Guidelines are prescribed development and improvement activities that private property owners may employ. In combination, these guidelines will develop a sense of place and identity that will accomplish the following:

- Increase visual quality and safety perception within the Redevelopment Area;
- Stimulate investment and development activities; and
- Achieve greater recognition of the Redevelopment Area as a viable regional center.

3. How are the design guidelines to be used?

Both the Public Space Design Guidelines and the Private Property Design Guidelines are intended for use primarily by Township staff, their consultants and private property owners to facilitate the development and creation of an attractive Redevelopment Area.

The Upper Deerfield Township Planning Board shall oversee the compliance of these Design Guidelines. Property owners and developers will be required to comply with these guidelines whose intention is to create a cohesive visual design theme for the Redevelopment Area and especially the proposed Town Center, which, inevitably, will benefit both the community and individual property owners.



Nonresidential Town Center



Pedestrian priority streets



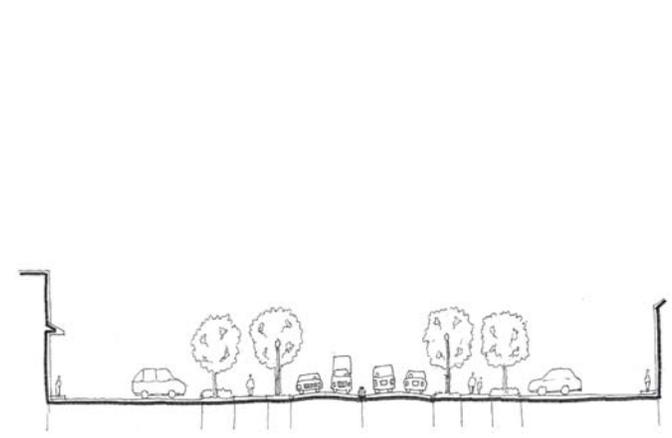
Open spaces and amenities



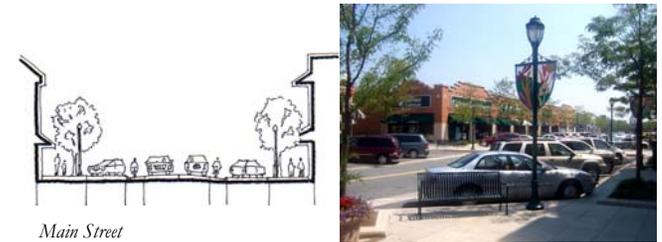
Gateways and icons for a "sense of place"

SECTION 2 – PUBLIC SPACE DESIGN GUIDELINES

PUBLIC SPACE	Primary Road (77 - Collector)	Secondary Road (Sub-collector)	Main Street	Open Space
<p>1 General Standards</p>	<ul style="list-style-type: none"> • The roadway design, surface specifications, curbs and drainage design should comply with the NJDOT's (New Jersey Department of Transportation) standards • The primary objective is to create a pedestrian friendly ambience in the Redevelopment Area • Retrofitting and repair of all roads should be properly executed and matched with the existing materials and design • Angled on-street parking is encouraged along the Main Street and wherever possible and shall be used as an effective traffic calming treatment • Curb cuts shall be minimized and adequate grading shall ensure proper stormwater runoff 			
<p>2 Landscape Design</p>	<ul style="list-style-type: none"> • Drought tolerant, native or naturalized (thrive in the Southern New Jersey climate and environment) landscape materials should be used. See Appendix A. • In order to create a rural ambience, native trees such as Sweet Gum should be planted along sidewalks at a spacing of approximately one hundred feet (100') on center • Accent trees such as Flowering Dogwood should be planted in clusters in gathering areas for interest • Shrubs such as Shadbush should be planted to screen unsightly views such as parking and utilities • Groundcovers such as Big Bluestem should be planted in landscape strips to reduce maintenance operations • Any materials that die, or are substantially 	<ul style="list-style-type: none"> • Drought tolerant, native or naturalized (thrive in the Southern New Jersey climate and environment) landscape materials should be used. See Appendix A. • In order to create a rural ambience, native trees such as Sweet Gum should be planted along sidewalks at a spacing of approximately eighty feet (80') on center • Accent trees such as Flowering Dogwood should be planted in clusters in gathering areas for interest • Shrubs such as Shadbush should be planted to screen unsightly views such as parking and utilities • Groundcovers such as Big Bluestem should be planted in landscape strips to reduce maintenance operations • Any materials that die, or are substantially dead from any cause, should 	<ul style="list-style-type: none"> • Drought tolerant, native or naturalized (thrive in the Southern New Jersey climate and environment) landscape materials should be used. See Appendix A. • In order to create a rural ambience, native trees such as Sweet Gum should be planted along sidewalks at a spacing of approximately sixty feet (60') on center • Accent trees such as Flowering Dogwood should be planted in clusters in gathering areas for interest • Shrubs such as Shadbush should be planted to screen unsightly views such as parking and utilities • Groundcovers such as Big Bluestem should be planted in landscape strips to reduce maintenance operations • Any materials that die, or are substantially dead from any cause, 	<ul style="list-style-type: none"> • Drought tolerant, native or naturalized (thrive in the Southern New Jersey climate and environment) landscape materials should be used. See Appendix A. • In order to create a rural ambience, native trees such as Sweet Gum should be planted along walkways and near seating areas • Accent trees such as Flowering Dogwood should be planted in clusters in gathering areas for interest • Shrubs such as Shadbush should be planted to screen unsightly views such as parking and utilities • Groundcovers such as Big Bluestem should be planted in landscape strips to reduce maintenance operations • Any materials that die, or are substantially dead from any cause, should be replaced immediately to original specifications.



Primary Road- Route 77

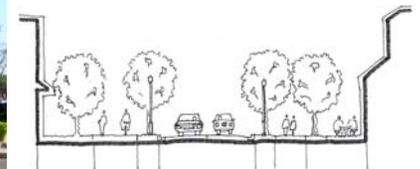


Main Street

Angled on-street parking-Main



Street landscaping

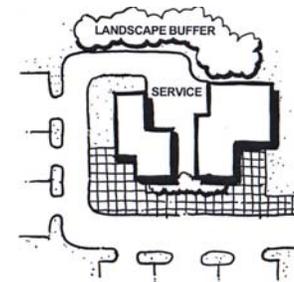


Secondary Road-Love Lane,

PUBLIC SPACE	Primary Road (77 - Collector)	Secondary Road (Sub-collector)	Main Street	Open Space
	dead from any cause, should be replaced immediately to original specifications.	be replaced immediately to original specifications.	should be replaced immediately to original specifications.	
3 Buffers	<ul style="list-style-type: none"> All industrial development shall be adequately buffered All buffers shall consist of thickly planted native shrubs and trees listed in Appendix A Every effort shall be made to preserve existing preferred habitat within the buffer area. A buffer shall have a minimum average width of thirty feet (30') and a minimum width of twenty feet (20'). In areas of the buffer that are not densely vegetated, the buffer shall be supplemented with additional plantings to establish a minimum planting scheme of ten (10) canopies per one hundred lineal feet (100'), and eight (8) understory trees per one hundred lineal feet (100') and a continuous hedge with a minimum height of three (3) feet. Canopy and understory trees shall be clustered to accent entrances or other design features of the site Buffers may integrate amenities such as walking, bicycle, and equestrian facilities 			
4 Lighting	<ul style="list-style-type: none"> Lighting standards of all rights-of-way should meet the NJDOT's photometric requirements. Metal halide phosphor coated lamp sources mounted on eighteen-foot (18') decorative cast concrete poles are preferred Lighting fixtures that reduce spill lighting are preferred Roadway lighting fixtures should be installed at approximately one hundred feet (100') on center, three feet (3') away from the curb The pole and fixture housing should be painted with a Kale Green or Lampblack (Sherwin-Williams) or equivalent Fixtures at important intersections could have banner arms identifying the "Town Center" Traffic signals (pole and arm) should be of NJDOT standards and painted green or black 			
5 Sidewalks	<ul style="list-style-type: none"> Primarily gray concrete with a broom finish and tooled score joints Sidewalks should be built on at least one side of the street and have a minimum width of six feet (6') 	<ul style="list-style-type: none"> Primarily gray with a broom finish and tooled score joints Sidewalks should be built on both sides of the street and should have a minimum width of six feet (6') 	<ul style="list-style-type: none"> Primarily gray with a broom finish and tooled score joints or brick Decorative brick or stamped concrete paving should be used to accentuate design Sidewalks should be built on both sides of the street and should have a minimum width of ten feet (10') 	<ul style="list-style-type: none"> Primarily gray with a broom finish and tooled score joints Decorative brick or stamped concrete paving should be used to accentuate design Walkways should have a minimum width of eight feet (8')
6 Crosswalks	<ul style="list-style-type: none"> Brick or pastel terracotta colored concrete paving at sidewalk intersection, with handicap ramps at curbs A twelve-inch (12") wide concrete band should border crosswalks edges 			
7 Street furnishings	<ul style="list-style-type: none"> Streetscape amenities such as benches, trash receptacles should be installed wherever pedestrians are likely to gather. Telephones, if required, should be located in high visible areas, easily accessible and observable from the 			



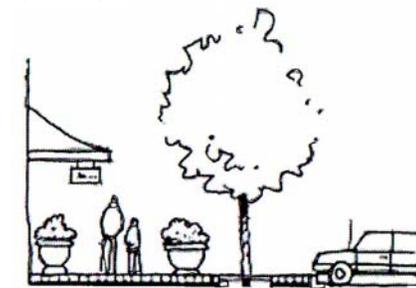
Pedestrian sidewalks and crosswalks



Screened/buffered service areas



Textured crosswalk



Street amenities

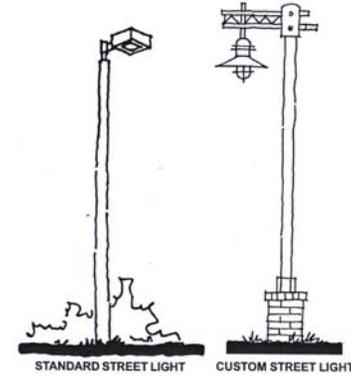
PUBLIC SPACE	Primary Road (77 - Collector)	Secondary Road (Sub-collector)	Main Street	Open Space
	<ul style="list-style-type: none"> street All the amenities in the package including lighting should have a similar theme and appear to be part of the same family A contemporary, style detailing, with a metal look is preferred for the streetscape amenities in the Redevelopment Area Kale Green or Lampblack (Sherwin-Williams) or equivalent is the preferred primary color for streetscape amenities The finishes of these products should be durable and relatively easy to maintain 			
8 Retention Areas	<ul style="list-style-type: none"> Retention areas shall be designed as amenities within the Redevelopment Area and comply with New Jersey stormwater regulations Geometric forms such as rectangles and triangles shall not be utilized Retention areas shall be accented with natural form edges and native landscaping Fountains shall be utilized where possible All basins shall be fully landscaped surrounding the entire area, as an amenity, with an appropriate mix of ornamental and riparian vegetation Retention areas shall be designed to be aesthetically pleasing and pedestrian accessible They shall link to the sidewalk system and provide seating wherever possible Stormwater retention may be located in native vegetation areas, however such should not exceed 25% of the total vegetation area Shared retention is encouraged to minimize land consumption 			
9 Utilities	<ul style="list-style-type: none"> Utilities and infrastructure upgrades are required to support the physical streetscape improvements Overhead utilities should be relocated underground or behind properties When undergrounding is not possible, the utilities should be consolidated to create less visual impact In the case of a utilities retrofit, the height of the utility poles may be increased to fifty feet (50') and wires mounted vertically with luminaries at a pedestrian height of twelve feet (12') to lessen the visual impact at street level and subsequently reducing conflict with tree plantings Transformers should be suspended on utility poles where possible No above-ground utility boxes should be located along any rights-of-way 			
10 Public Transit Facilities	<ul style="list-style-type: none"> Bus shelters, signage and benches should be consistent with NJ Transit's design criteria for design and placement A traditional color scheme with Kale Green or Lampblack (Sherwin-Williams) or equivalent being the primary color is preferred In principle, the location of such facilities should be determined by maximum utility and least interference with other pedestrian and vehicular traffic 			
11 Gateway	<ul style="list-style-type: none"> Gateways should be located in conspicuous position near important nodes to create a visual transition into the Redevelopment Area and Town Center Gateways may include, vertical elements, treated with special colors, textures, lighting and integrated with landscape The gateway design should reflect the Southern Jersey rural character of the Upper Deerfield community 			



Traffic lights



Themed street lighting



Street light options



Retention areas as amenities