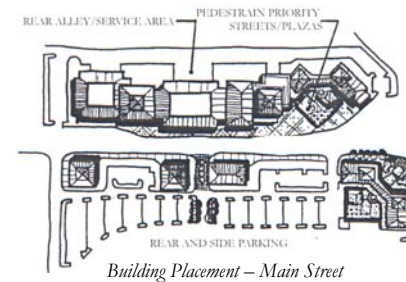


SECTION 3 – PRIVATE PROPERTY DESIGN GUIDELINES

A SITE DEVELOPMENT	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park (EIP)	Assisted Care Living Facility (ACLF)
1 General Standards	<ul style="list-style-type: none"> The site development guidelines together with the building and sign design guidelines should create a visual ambience that reflects the Southern Jersey rural character of the Upper Deerfield community Site planning should achieve crime prevention through environmental design by active facades facing streets, creation of active semi-public space and pedestrian oriented spaces 				
2 Building Placement	<ul style="list-style-type: none"> While a build-to-line layout is preferred, a small setback from the property line may be appropriate for a seating area, garden area, etc. The building should not be setback a distance greater than ten feet (10') Close alignment with neighboring buildings is encouraged 	<ul style="list-style-type: none"> The building should not be setback at a distance greater than forty feet (40'). Close alignment with neighboring buildings is encouraged 	<ul style="list-style-type: none"> The building should not be setback at a distance greater than thirty feet (30') Close alignment with neighboring buildings is encouraged 	<ul style="list-style-type: none"> The building should not be setback at a distance greater than fifty feet (50') Close alignment with neighboring buildings is encouraged 	<ul style="list-style-type: none"> The building should not be setback at a distance greater than fifty feet (50') Close alignment with neighboring buildings is encouraged
3 Parking and Access	<ul style="list-style-type: none"> Site plans should facilitate better pedestrian access and driveways, parking areas and curb cuts should be limited to a minimum required by codes Access should be limited to a maximum width of fourteen feet (14') for single one-way drives and twenty four (24') feet for double or two-way drives Turning radii should vary between ten feet (10') and twenty feet (20') depending on site conditions All parking areas should be adequately landscaped and screened Parking lots shall be landscaped and screened with a minimum fifteen feet (15') wide buffers consisting of trees planted no more than ten feet (10') on center and integrated with shrubs A minimum, ten percent (10%) area of interior of parking lots shall consist of landscaped islands a minimum of two (2) trees in each island with ground cover in the remaining space A landscape island of not less than three hundred square feet (300 SF) shall be provided for every twenty five (25) parking spaces in a parking lot No more than one single aisle of parking should be located between a building and an abutting right-of-way Where feasible, parking areas shall be master planned and located to the side or rear of buildings 				
4 Landscape Design	<ul style="list-style-type: none"> Landscape design for all new plantings should enhance the architecture, screen parking from rights-of-way and adjacent properties, provide relief within the parking interiors, and create interest in pedestrian access ways In general, site-landscaping plants should be drought tolerant, native or naturalized (See plant list in 				



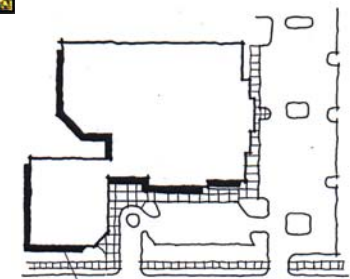
Building Placement – Main Street



Building Placement – Office District/Retail

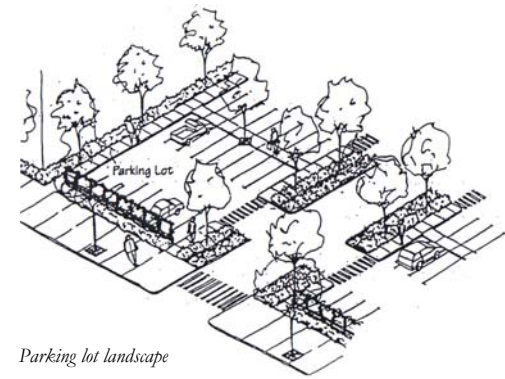


Angle Parking

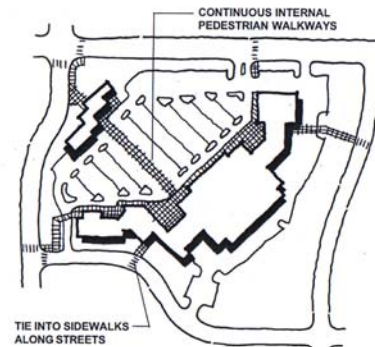


Building Placement – Large Retail

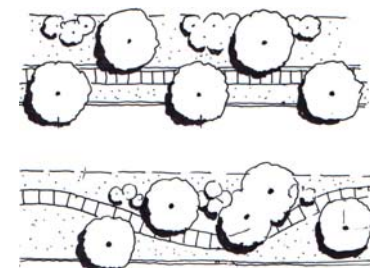
A SITE DEVELOPMENT	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park (EIP)	Assisted Care Living Facility (ACLF)
	Appendix A) <ul style="list-style-type: none"> Flowering accents in planter beds are encouraged along storefronts and front entrances mainly along the Main Street corridor Any materials that die, or are substantially dead from any cause, should be replaced immediately to original specifications Landscape buffers shall be integrated to screen unsightly parking and service areas 				
5 Retention Areas	<ul style="list-style-type: none"> Retention areas shall be designed as amenities within the Redevelopment Area Geometric forms such as rectangles and triangles are not permitted Retention areas shall be designed to be aesthetically pleasing and pedestrian accessible These areas shall be accented with natural form edges, native landscaping and water features They shall link to the sidewalk system and provide seating wherever possible Stormwater retention may be located in native vegetation areas, however basins should not exceed 25% of the total vegetation area – they should complement the existing landscape Shared retention is encouraged to minimize land consumption 				
6 Pedestrian Access	<ul style="list-style-type: none"> Walkways and plazas should link all public sidewalks to front door entrances Sidewalk systems should also connect to neighboring spaces/properties, such as open spaces, and public transportation systems to achieve an integrated network within the Redevelopment Area Simple, easy to maintain concrete or brick paving are the preferred materials for sidewalks and walkways Sidewalk ramps should be included as required by design wherever necessary 				
7 Lighting	<ul style="list-style-type: none"> The placement, intensity, style, and direction of all lighting fixtures for the purpose of roadway, landscaping, pedestrian, signage or exterior building illumination should not create a hazard to vehicular traffic and should be located on the site lighting plan The type of lights and fixtures used must be consistent throughout the adjacent area(s) so as to avoid over-exposure of buildings, spill lighting and incompatibility between site uses Additionally, the following guidelines accomplish improved results: <ul style="list-style-type: none"> (a) <i>Mounting Height:</i> <ul style="list-style-type: none"> Parking and driveway lights should not exceed eighteen feet (18') in height. Light poles should be centered in landscape islands whenever possible Lighting for pedestrian walkways should not exceed twelve feet (12') in height (b) <i>Lighting Fixtures:</i> <ul style="list-style-type: none"> The lamp source/light bulbs from any exterior lighting, whether for signs, entrance doors, service drop-off areas, should be shielded from and not visible from public view, regardless of the mounting height Lighting fixtures should be decorative with a textured clear lens/globe, with frosted phosphor coated light bulbs, and an internal optical system that specifically reduces glare Featured lighting for landscaping, and water features should be allowed, provided light sources are completely shielded from public view Parking and pedestrian area lighting should use metal halide phosphor coated lamp sources/light bulbs Pedestrian lighting fixtures should be consistent throughout the Town Center area and indicative of an "historic Americana" style 				



Parking lot landscape

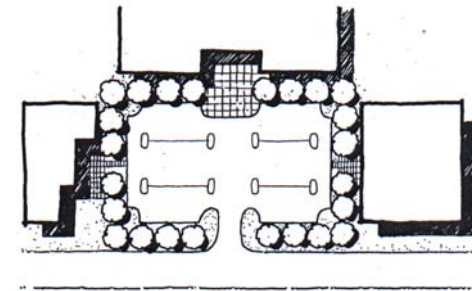


Pedestrian connectivity



Landscape buffers

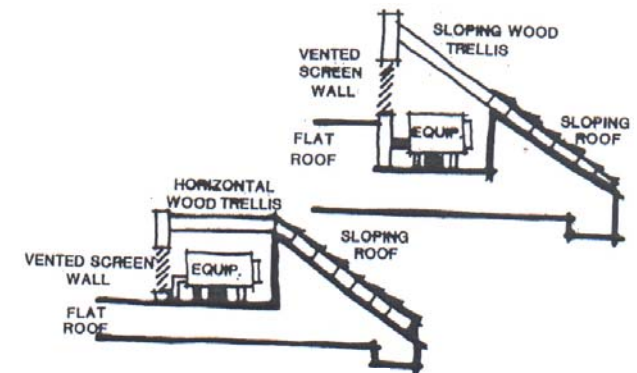
A SITE DEVELOPMENT	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park (EIP)	Assisted Care Living Facility (ACLF)
	<p>(c) <i>Illumination:</i></p> <ul style="list-style-type: none"> Two hundred and fifty (250) watt maximum for fixtures used in parking areas, and one hundred (100) watt maximum for fixtures used in conjunction with pedestrian walkways and bike paths Parking Area: Minimum-0.6 foot candles (fc); Maximum outside a twenty foot (20') radius from pole-3.6 foot candles (fc) Pedestrian Walkway, Drop-off Area, and Bikeway: Minimum-0.2 foot candles (fc); Maximum-2.5 foot candles (fc) Property Line: Illumination at the property line should be 0.0 foot candles (fc) to 1.0 foot candles (fc) with as close to 0.0 foot candles (fc) as reasonably feasible when lighting is located next to residential Lighting at ATM's (Automatic Teller Machines) should comply with State Statutes All lighting should be designed as recommended by the Illuminating Engineering Society (IES) 				
8 Furnishings	<ul style="list-style-type: none"> Site furnishings including benches, bicycle racks (permanent, mounted only – no movable), trash receptacles, newspaper kiosks, shopping cart corrals, and other similar features should be compatible with the predominant architectural style of the project Unless impracticable, all site furnishings should be anchored to the ground 				
9 Service Areas	<ul style="list-style-type: none"> All service areas and mechanical equipment (ground or roof), including, but not limited to, air conditioning condensers, heating units, electric meters, satellite dishes, irrigation pumps, ice machines and dispensers, outdoor vending machines, propane tanks, displays, and refilling areas, etc. should be landscaped and screened so that they are not visible from any public right-of-way The screen should consist of a solid wall, facade, parapet or other similar screening material which is architecturally compatible and consistent with the associated building Landscape screens if utilized must be high enough within one year of planting to provide the required screening and particular care must be given to the design and location such screens as they should avoid the creation of hiding spots and shady corners Antennas, satellite dishes, storage buildings and other similar equipment not required for normal building operation should be located in the side or rear yard and should not exceed thirty five feet (35') in height 				
10 Accessory Structures	<ul style="list-style-type: none"> All accessory structures, including, but not limited to, temporary buildings for uses incidental to construction work (removed upon completion of work), dumpsters, recyclable drop-off enclosures, drive-thru structures, auto stops, should be compatible by roof design, colors, materials, finishes and scale with the architectural style of the building Accessory structures such as fruit, food stands and vending carts should comply with the design guidelines maintaining the overall character and theme of the development Particular care must be given to the design and location of accessory structures so as to avoid the creation of hiding spots and shady corners 				



Joint property access



Street furnishings

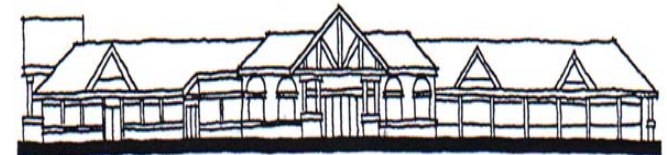


Utilities screened for visual field

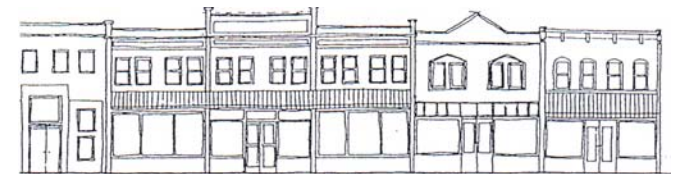
B BUILDING DESIGN	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park	Assisted Care Living Facility (ACLF)
1 General Standards	<ul style="list-style-type: none"> A variety in architecture, signs, window displays, graphics and color create a 'sense of place' The architectural theme for the Upper Deerfield Redevelopment Area should reflect a traditional, pedestrian-friendly commercial design typical of an early American Main Street Proper periodic maintenance should be undertaken to set a good example for adjacent properties An ongoing maintenance program for both interior and exterior should be established to evaluate and repair visible damage such as peeling paint, cracking stucco, evidence of water damage, and termite damage The Town Center may consider the opportunity to establish a Special Improvement District (SID) that would provide overall maintenance and clean-up activities within the public spaces of the Redevelopment Area 				
2 Architectural Style & Detail	<ul style="list-style-type: none"> While no specific architecture style is prescribed for new and renovations of existing commercial development, the scale and style of the Town Center should be indicative of a traditional American Main Street ambience All new development and renovations should complement the existing architectural character and be sensitive to the vernacular architectural styles Creative modern interpretations of traditional architectural styles that fit well within the Redevelopment Area are encouraged. In general, the design improvements should be compatible in architectural form to the street elevation Decorative cornices, columns, reliefs and projections in the facade are encouraged to express the building's architectural style and builder's craftsmanship Important architectural details should be presented as important features of the building's design 				
3 Scale & Massing	<ul style="list-style-type: none"> Buildings and structures shall not exceed thirty-five feet (35') in height Individual tenant spaces shall not exceed six thousand square feet (6,000 SF), however anchor stores may occupy up to fifteen thousand square feet (15,000 SF), with a total building footprint not to exceed thirty-five thousand square feet (35,000 SF). First floor display windows, transoms, lintels, sign bands, 	<ul style="list-style-type: none"> Buildings and structures shall not exceed thirty-five feet (35') in height Individual building footprints shall not exceed thirty-five thousand square feet (35,000 SF) Align horizontal architectural elements wherever possible The building's 	<ul style="list-style-type: none"> Buildings and structures shall not exceed thirty-five feet (35') in height Individual building footprints shall not exceed twenty-five thousand square feet (25,000 SF) Align horizontal architectural elements wherever possible The building's 	<ul style="list-style-type: none"> Buildings and structures shall not exceed thirty-five feet (35') in height Individual building footprints shall conform with the standards as set forth in the Area & Bulk standards in the Redevelopment Plan Align horizontal architectural elements wherever 	<ul style="list-style-type: none"> Buildings and structures shall not exceed thirty-five feet (35') in height Individual building footprints shall not exceed thirty thousand square feet (30,000 SF) Align horizontal architectural elements wherever possible The building's massing in



Architectural Elements



Large Retail – articulation and roof variations

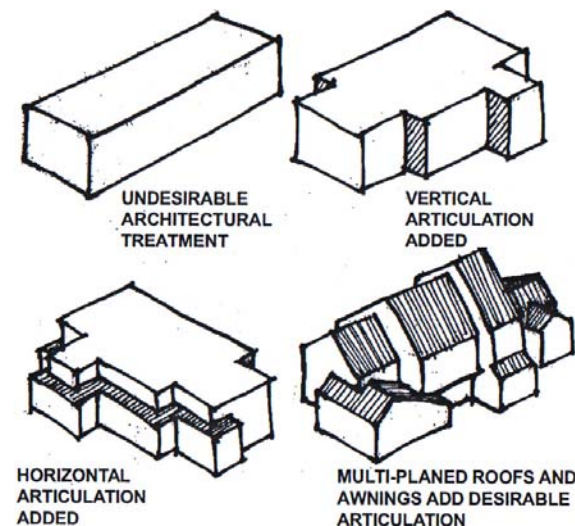


Main Street Nonresidential



Eco-Industrial/ Agribusiness Park

B BUILDING DESIGN	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park	Assisted Care Living Facility (ACLF)
	<p>and second story window frames should align horizontally along the block face, helping to strengthen the visual ties</p> <ul style="list-style-type: none"> The building's massing in relationship to windows, doors, porches, balconies and height to width ratios of the facade, doors and windows should be compatible with other buildings in the visually related field 	<p>massing in relationship to open spaces, windows, doors, porches, balconies and height to width ratios of the facade, doors and windows should be compatible with other buildings in the visually related field</p>	<p>massing in relationship to open spaces, windows, doors, porches, balconies and height to width ratios of the facade, doors and windows should be compatible with other buildings in the visually related field</p>	<p>possible</p> <ul style="list-style-type: none"> The building's massing in relationship to open spaces, windows, doors, porches, balconies and height to width ratios of the facade, doors and windows should be compatible with other buildings in the visually related field 	<p>relationship to open spaces, windows, doors, porches, balconies and height to width ratios of the facade, doors and windows should be compatible with other buildings in the visually related field</p>
4 Color Scheme	<ul style="list-style-type: none"> Building facades should not exhibit more than three (3) colors, unless specifically approved by the Planning Board Simple color schemes are encouraged Black, fluorescent and neon colors should not be used as the primary color (covering more than eighty percent (80%) of the building facade area) In general, pastel colors such as pastel blue, green, red and yellow are preferred, if an earth tone is desired, it should be limited to the base of the building The color palette in Appendix B shows preferred colors considered ideal for commercial development on the Redevelopment Area The colors on trims and other details should be restricted to white, or shades of the base facade color. Black or dark brown should be restricted for use on door and window frames, metal work and security grills 				
5 Roof Design	<ul style="list-style-type: none"> Buildings should ideally comprise of a combination of sloped, hip, gable and flat roof structures Buildings and structures incorporating sloped roofs should do so with a minimum slope of 3:12 Portions of roofs may be flat to create variety in design Where flat roofs are integrated into sloping roof structures, the top should be finished with a simple raised parapet Undulating roof lines or crenellated/saw-toothed or battlement type parapets are discouraged All mechanical equipment and appurtenances placed on the roof should be screened from public view 				
6 Doors & Windows	<ul style="list-style-type: none"> Recessed entryways, large areas of glass for the display of merchandise and transom windows located above the display areas are encouraged False or real windows are encouraged at regular intervals on all facades, in a size and number that 				



Building Massing & Articulation



Integrated large retail development



Contemporary Architecture Style

B BUILDING DESIGN	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park	Assisted Care Living Facility (ACLF)
	<p>complements the size of the building</p> <ul style="list-style-type: none"> Upper story windows should be rectangular in proportion with wood frames and sashes holding single or multiple panes of glass The size, proportion, placement and style of windows, doors and display areas combined with the solid masses of the exterior facade should be properly coordinated to establish the visual character of the facade The ratio of combined door/window surface area should range between thirty-five (35) to fifty (50) percent of the total individual facade area, except for rear facades 				
7 Awnings/Canopies	<ul style="list-style-type: none"> Awnings, if provided, should compliment the building height, size, materials and color Any given awning should not have more than two (2) colors Plastic or internally illuminated awnings are not permitted; fabric awnings are encouraged Awnings associated with windows and/or doors should be installed at regular intervals If multiple awnings are used, the breaks in the awnings shall align with the building's architectural features Incorporate business names and logos on an awnings to encourage or reinforce identity 				
8 Building Materials	<ul style="list-style-type: none"> Exterior building materials should consist of or accurately resemble its true character Composite siding treatment, stucco, exposed brick, and are the preferred external building materials The facade should be intentionally designed to integrate the building front, sign, and window display space into the overall fabric of the building exterior If EIFS (External Insulation Finishing System) is utilized on a building façade, such must not be used at the base of the structure (up to three (3') feet) 				
9 Balconies & Porches	<ul style="list-style-type: none"> Balconies and porches should be designed in detail to reflect the style of the building to which they are attached Placement of balconies and porches should be used an inherent environmental controlling device to shield the appropriate spaces from harsh climatic conditions A minimum ten-foot (10') vertical clearance is required at the street level for all balconies and porches 				
10 Display Areas	<ul style="list-style-type: none"> Empty, cluttered or clumsy display areas are not allowed Important window display areas should not be used to store products The visual characteristics and potential of each object should be explored in terms of location, size, form, shape, color and texture, prior to its placement in a display area. Products and merchandize usually speak for themselves; therefore repetitious advertising signs should be avoided Written information on window signs should be restricted to a minimum Recessed accent lighting or suspended track lighting are encouraged to create attractive display areas. Display lighting should be adjustable in intensity and flexible in placement to allow for a special accenting or highlighting of product displays Reflective or mirrored glass treatments are discouraged on first floor windows Awnings and moderately tinted glass may be used to cover openings to provide environmental control 				
11 Building Lighting	<ul style="list-style-type: none"> The placement, intensity, style, and direction of all lighting fixtures for the purpose of exterior building illumination should not create a hazard to vehicular traffic and should be located on the site lighting plan The type of lights and fixtures used must be consistent throughout the adjacent area(s) so as to avoid over-exposure of buildings, spill lighting and incompatibility between site uses Additionally, the following guidelines apply: 				



Building scale and color scheme



Appropriate Building Materials



Display Area

B BUILDING DESIGN	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park	Assisted Care Living Facility (ACLF)
	<ul style="list-style-type: none"> Exterior building lighting should not be mounted higher than the cornice line or eave overhang with the exception of internally lit wall signs and balcony lighting, which should be recessed in the ceiling Lighting under canopies or behind awnings should be recessed 				



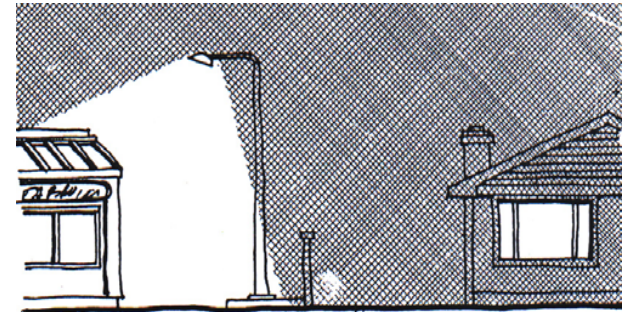
Balconies and Porches



Building Lighting



Awnings and Canopies



Down lighting to avoid light spill



Active Main Street



Pedestrian oriented out parcel development



Street oriented office development

C SIGNAGE	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park	Assisted Care Living Facility (ACLF)
1 General Standards	<ul style="list-style-type: none"> The overall impression of any commercial area is significantly impacted by the collective image of signs As a primary visual element each sign should enhance the image of the entire Redevelopment Area Excessive signs inappropriately placed on buildings are discouraged Signs poorly positioned on a building facade or overpowering a small building causing visual clutter are not allowed Lettering styles, sign materials and colors selected should relate visually to the building's exterior materials and colors 				
2 Quality	<ul style="list-style-type: none"> Sign copy areas should be void of windows and architectural details The design, lettering and color of the sign should be both attractive and legible Accuracy, professionalism, and precision in the fabrication and installation of the sign are vital 				
3 Sign Color and Lettering	<ul style="list-style-type: none"> Colors selected for signs should be compatible with the exterior colors of the commercial storefront. A simple color scheme is encouraged The use more than two or three colors in a sign is discouraged If more than one color is used, colors from a common family of tones are encouraged Combinations of primary or day glow colors are discouraged Simple fonts compatible with the architectural style of the building are considered ideal The following lettering sizes based on building fronts (width), are considered: <ul style="list-style-type: none"> For building fronts thirty feet (30') or less, a maximum letter height of six inches (6") For building fronts between thirty feet (30') and sixty feet (60'), a maximum letter height of twelve inches (12") For building fronts sixty feet (60') or greater, a maximum letter height of eighteen inches (18") 				
4 Sign Message	<ul style="list-style-type: none"> The sign message should be simple, with the prime function being an index to the development Simple key words and logos should be used to help make the sign more readable to passing pedestrians and motorists Avoid redundant wording and unnecessary slogans that often interferes with the legibility and quality of the sign 				
5 Size and Position	<ul style="list-style-type: none"> All signs should compliment the building design in height, size, materials, and color, so as to provide a unified appearance The maximum cumulative sign copy area is calculated by multiplying the building front footage (width) by one and one half feet (1.5'), above which would result visual clutter Signs should not be positioned greater than thirty-five feet (35') above the ground level Placement of signs on a building should not obscure or conflict with awnings, canopies, windows, cornices, or other similar architectural details The best areas for signs are those places that contain continuous flat surfaces which are void of windows Other areas considered ideal are doors or other architectural details such as lintel strips above storefronts or on transom panels above display windows or on continuous areas of stucco, or masonry which are immediately above the top of the storefront 				
6 Allowed Sign Types	<ul style="list-style-type: none"> All signs should be designed in the vernacular style and incorporate materials and colors consistent with the principal building The following sign types are encouraged in the Redevelopment Area. 				



Appropriate Sign Copy Areas



Building sign types



Building signs

C SIGNAGE	Main Street Nonresidential	Large Retail	Office District	Eco-Industrial/ Agribusiness Park	Assisted Care Living Facility (ACLF)
	<ul style="list-style-type: none"> • Flat mounted wall signs • Individual letters • Wall plaques • Logo • Window graphics • Awning signs • Pole signs • Neon signs used as building and display area accents 				
7 Prohibited Signs	<ul style="list-style-type: none"> • The following sign types are discouraged in the Redevelopment Area • Free standing signs (except as specifically approved by the Redevelopment Agency for the Office District and the Eco-Industrial / Agribusiness Park where a high quality, non-internally illuminated sign constructed of stone, brick or similar may be permitted at a size not to exceed six feet (6') • Blinking lights • Changeable message boards • Electronic message sign • Reader boards and information displays • Billboards • Angle signs (signs that are not perpendicular to the horizontal plane) • Roof signs (unless specifically approved by the Planning Board and of exceptional architectural quality) 				



Flat Mounted Wall Sign



Sign Colors and Lettering



Appropriate Sign Design



Sign Message