

FREEHOLD BOROUGH  
HISTORIC PRESERVATION COMMISSION

The Freehold Borough Mayor and Council have established a Historic Preservation District in an effort to retain the historic value of the town. If an applicant's project appears within this district, the attached application must be completed.

There are no fees associated with this. The applicant will need to complete the review with the Historic Preservation Commission prior to the Land Use Hearing.

A map of the Historic Preservation District appears on the next sheet.

Also included are a series of guidelines for signage and building improvements for properties within this zone. Please review these, along with a corresponding amendment, as you prepare this application.





**BOROUGH OF FREEHOLD  
HISTORIC DISTRICT AREA**

**Cramer Engineering, P.A.**  
Professional Engineering  
 1315-000-012  
 1" = 200'  
 APRIL 12, 2012  
 NEW JERSEY

**WILLIAM T. WENTZEL, PE**  
LICENSED PROFESSIONAL ENGINEER  
 STATE OF NEW JERSEY LICENSE NO. 27799

**LEGEND**

FREEHOLD CENTER HISTORIC DISTRICT AREA

**GRAPHIC SCALE**  
 0 100 200 300 400 500  
 1" = 200 FEET

**NOTES**

1. This map was prepared for the Borough of Freehold, New Jersey, by Cramer Engineering, P.A., a Professional Engineering firm, under the supervision of William T. Wentzel, P.E., License No. 27799, State of New Jersey.
2. The map shows the historic district area as defined by the Borough of Freehold, New Jersey, and is based on the historic district map prepared by the Borough of Freehold, New Jersey, in 1991.
3. The map shows the historic district area as defined by the Borough of Freehold, New Jersey, and is based on the historic district map prepared by the Borough of Freehold, New Jersey, in 1991.
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**Freehold Borough Historic Preservation Commission**  
**Project Design Review Application for a Certificate of Appropriateness**

1. **Property Information:** Address: \_\_\_\_\_ Block: \_\_\_\_\_ Lot: \_\_\_\_\_

Historic Name (if Known) \_\_\_\_\_

Owner's name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Year built (If Known): \_\_\_\_\_ Architectural style (If Known): \_\_\_\_\_

a. Type of Building:    ☐ Commercial       ☐ Industrial       ☐ Religious

☐ Residential       ☐ Public

☐ Mixed Use (state types) \_\_\_\_\_

b. Is this a multi-tenant building? \_\_\_\_\_ If yes, How many? \_\_\_\_\_

c. What are the existing uses of the property? (Types of businesses) \_\_\_\_\_

d. What was the original use of the property? \_\_\_\_\_

e. Is the property listed on any of the following:

☐ Monmouth County Historic Registry    ☐ State Register of Historic Sites

☐ National Register of Historic Places

If yes have the reports from registry been requested? ☐ Yes ☐ No. If no please request.

f. Have or will any public incentive programs including tax abatement programs, grant programs, loan programs, or other public funding be used in the financing of this project? ☐ Yes ☐ No;

                         If yes please list in detail: \_\_\_\_\_

g. Are you applying to the following Freehold Borough Boards for approvals or Permits?

☐ Redevelopment Authority    ☐ Unified Land Use Board (Specify) \_\_\_\_\_

☐ Governing Body    ☐ Zoning/Construction    ☐ Business Operating Licenses

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*.

2. **Applicant Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 (Circle one below)  
**Owner** Address: \_\_\_\_\_  
**Tenant** City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
3. **Contractor Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
4. **Architect Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
5. **Engineer Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
6. **Sign maker Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
7. **Project Information; Type of work to be done:** (Check all that apply)
- |   |                                     |  |  |   |
|---|-------------------------------------|--|--|---|
| <input type="checkbox"/> Repairs          | <input type="checkbox"/> Sidewalks  | <input type="checkbox"/> ADA Compliance      | <input type="checkbox"/> Fence or Encloses | <input type="checkbox"/> Windows or Doors |
| <input type="checkbox"/> Replacement      | <input type="checkbox"/> Siding     | <input type="checkbox"/> Masonry             | <input type="checkbox"/> Foundation        | <input type="checkbox"/> Deck             |
| <input type="checkbox"/> Demolition       | <input type="checkbox"/> Painting   | <input type="checkbox"/> Roof/soffits/fascia | <input type="checkbox"/> Lighting          | <input type="checkbox"/> Storefront       |
| <input type="checkbox"/> New Construction | <input type="checkbox"/> Porch      | <input type="checkbox"/> Gutters/drainage    | <input type="checkbox"/> Awning/Canopy     | <input type="checkbox"/> Molding & Detail |
| <input type="checkbox"/> Sign(s)          | <input type="checkbox"/> Patio      | <input type="checkbox"/> HVAC equipment      | <input type="checkbox"/> Cornice/Trim      | <input type="checkbox"/> Shutters         |
| <input type="checkbox"/> Street/landscape | <input type="checkbox"/> Chimney(s) | <input type="checkbox"/> Steps/Railings      | <input type="checkbox"/> Driveway/curbing  | <input type="checkbox"/> OTHER            |
- Please list additional repairs if not checked above:** \_\_\_\_\_



a. Describe the past, (Extent Known), current, and proposed use of the property: \_\_\_\_\_

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b. Describe the proposed scope of the work for each item checked above: \_\_\_\_\_

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c. Describe the existing condition of any existing features or materials expected to be removed or replaced: \_\_\_\_\_

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d. Describe how existing details, features, and or materials will be restored: \_\_\_\_\_

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e. List in detail all construction materials to be used in the project; include brand names, model numbers, colors, etc. \_\_\_\_\_

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## **PROJECT REVIEW CHECKLIST AND SUPPLEMENTAL APPLICATION MATERIALS**

A complete application must include the following items attached to this form. Applications without the following information will be deemed incomplete and will not be scheduled for review. Attach additional pages if necessary. Please return 15 color copies of the application packet and support materials to the Historic Preservation Commission office at 51 W. Main Street.

### **A. For Site plans, Subdivisions, and Variances If Required:**

- ☐ 1. Full size set of site plans or survey, if required.
- ☐ 2. Full size set of architectural elevation plans, if required.
- ☐ 3. Color photos of the building and adjoining buildings. (all sides of building)
- ☐ 4. Proposed building elevations; min 1/8" = 1'
- ☐ 5. 8 1/2 x 11 color rendering of building elevations.
- ☐ 6. Samples and support material for the materials to be used (Recommended).

### **B. For Building permits:**

- ☐ 1. Construction Department submissions
- ☐ 2. Color photos of the building and adjoining buildings. (All sides of building)
- ☐ 3. A colored side by side drawing/rendering of the proposed changes and current condition.
- ☐ 4. Samples and support material for the materials to be used (Recommended).

### **C. For Signage, Awnings, and Canopies:**

- ☐ 1. A Scaled drawing of the proposed sign(s). (8 1/2" x 11" shop drawing that clearly indicates all dimensions and total square feet.)
- ☐ 2. A drawing/ rendering of the proposed sign(s) and current sign condition.
- ☐ 3. Color photos of the building and adjoining buildings, including different angles and all sides of buildings.
- ☐ 4. Samples and support material for the materials to be used. (Recommended).

**D. SUPPLEMENTAL SUBMISSIONS:** (Although not required, these are of great help to the Commission and are appreciated)

- ☐ 1. Available historic photographs or drawing of the building from local resources.
- ☐ 2. Existing professional consultation reports, surveys, etc.
- ☐ 3. Any additional information that you think will help the commission.

*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: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_



## OFFICIAL BUILDING AND CODE DEPARTMENT USE ONLY

Date received: \_\_\_\_\_

HPC Application#

Date forwarded to Redevelopment Authority (if applicable): \_\_\_\_\_

Development Authority's Engineers Report (if applicable):\_\_\_\_\_

Development Authority's resolution and minutes:\_\_\_\_\_

Reviewed under Ordinance(s) or Code: \_\_\_\_\_

Conforms to ordinance(s): \_\_\_\_\_ YES \_\_\_\_\_ NO

If no, What are the non-conformities? \_\_\_\_\_

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

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

1. **Property Information:** Address: \_\_\_\_\_ Block: \_\_\_\_\_ Lot: \_\_\_\_\_  
Historic Name (If Known): \_\_\_\_\_  
Owner's name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Year built (If Known): \_\_\_\_\_ Architectural style (If Known): \_\_\_\_\_
- a. Type of Building:    ☐ Commercial       ☐ Industrial       ☐ Religious  
                              ☐ Residential       ☐ Public  
                              ☐ Mixed Use (state types) \_\_\_\_\_
- b. Is this a multi-tenant building? \_\_\_\_\_ If yes, How many? \_\_\_\_\_
- c. What are the existing uses of the property? (Types of businesses) \_\_\_\_\_
- d. Total number of proposed signs: \_\_\_\_\_
- e. Type of sign: ☐ awning       ☐ projection       ☐ wall       ☐ Other \_\_\_\_\_
- f. Total square footage of each proposed sign: \_\_\_\_\_
- g. Type of material to be proposed (Wood, metal, fabric, etc.) \_\_\_\_\_
2. **Applicant Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
(Circle one below)  
    **Owner**                      Address: \_\_\_\_\_  
    **Tenant**                     City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
                                      Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
3. **Contractor Information:** Name: \_\_\_\_\_ Company: \_\_\_\_\_  
                                      Address: \_\_\_\_\_  
                                      City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
                                      Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_



## 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 of the proposed sign(s). (8 1/2" - 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 1/2" - 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: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

### OFFICIAL BUILDING AND CODE DEPARTMENT USE ONLY

Date received: \_\_\_\_\_ Date forwarded to HPC: \_\_\_\_\_

Reviewed under ordinance(s): \_\_\_\_\_

Conforms to ordinance(s): \_\_\_ YES \_\_\_ NO

If no, What are the non-conformities? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BOROUGH OF FREEHOLD**  
**SIGN PERMIT APPLICATION**

Application Date .....

Applicant's Name .....

Address .....  
Number Street City State Tel. No.

Property Owner .....

Address .....  
Number Street City State Tel. No.

Location .....  
Number Street Block Lot

Person or Firm Erecting Sign .....

Address .....  
Number Street City State Tel. No.

OWNER AUTHORIZATION

I hereby authorize the above person or firm to make application to the Borough of Freehold for permission to erect a sign on my property and agree to abide by the existing sign ordinance.

(Signature) .....  
(Owner)

(Signature) .....  
(Applicant)

NOTE: A sketch or drawing must be submitted with the application describing the design of the sign, dimensions, location, manner of installation and other pertinent information.

☐ Date of Approval..... Permit Fee .....

☐ Date of Denial .....

Reason for Denial .....

.....

.....

.....

.....  
BUILDING INSPECTOR



## APPENDIX A

GENERAL COMMERCIAL  
DISTRICT, B2 ZONE

## General Commercial District, B2 Zone.

Signage shall be consistent with or complement 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 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 location in a single story building.

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

## a. Wall Sign:

1. Sign Area: Not to exceed two feet high, width of first floor business less one foot on each end, maximum thickness four inches.

2. Material: Carved or incised wood or comparable materials such as sign foam or solid raised letters at least five-sixths of an inch thick.

3. Lettering Size: Not to exceed sixty percent (60%) of total sign area.

4. Perimeter Border: Framed with molded or routed material or architectural aluminum.

5. Colors: All colors listed in Appendix G.

6. Illumination: External shielded illumination of soft intensity.

b. 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.

2. Materials: Solid material at least five-sixths 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:

1. 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.

## APPENDIX A

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.

3. 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 sign painted/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.

1. 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').

c. 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" x 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.

5. 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**

poster

**FREEHOLD BOROUGH HISTORIC SIGNS**

ALGERIAN

**Freehold Borough Historic Signs**

Britannic Bold

*Freehold Borough Historic Signs*

*Brush Script Std*

Freehold Borough Historic Signs

Birch Std

**FREEHOLD BOROUGH HISTORIC SIGNS**

ROSEWOOD STD REGULAR

Freehold Borough Historic Signs

Bookman Old Style

**Freehold Borough Historic Signs**

Broadway

**FREEHOLD BOROUGH HISTORIC SIGNS**

MACEDONIA

**FREEHOLD BOROUGH HISTORIC SIGNS**

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

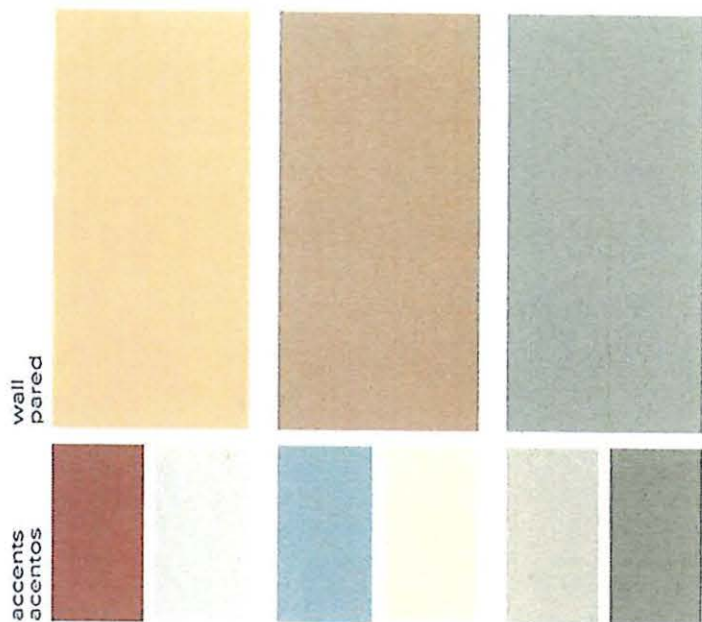
interiors & exteriors

historical collection  
interiors & exteriors

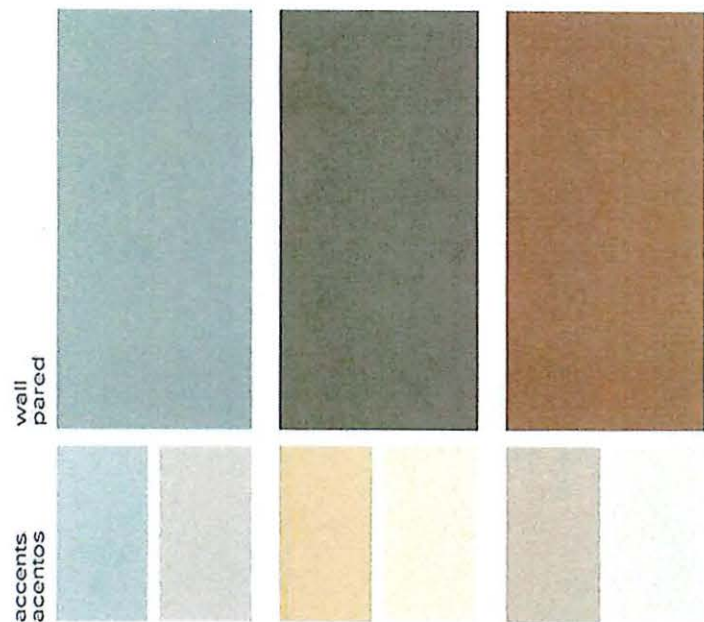


Benjamin Moore





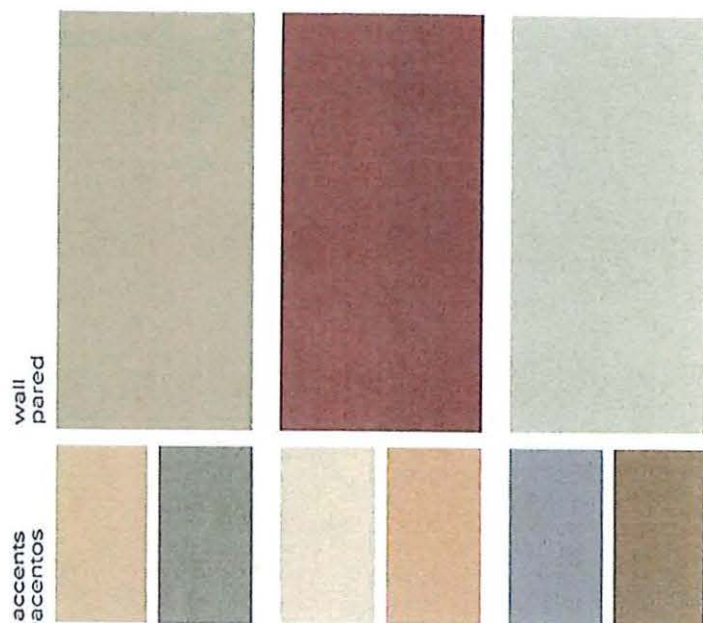
concord ivory marfil concordia	HC-12	decatur buff ante de decatur	HC-38	saybrook sage savia de saybrook	HC-114
mayflower red rojo de mayflower	HC-49	wedgewood gray gris de wedgewood	HC-146	carrington beige beige de carrington	HC-93
lancaster whitewash blanco de lancaster	HC-174	hepplewhite ivory marfil de hepplewhite	HC-36	louisburg green verde de louisburg	HC-113



wythe blue azul de wythe	HC-143	tate olive oliva de tate	HC-112	greenfield pumpkin calabaza de greenfield	HC-40
woodlawn blue azul de woodlawn	HC-147	waterbury cream crema de waterbury	HC-31	wheeling neutral neutro de wheeling	HC-92
edgecomb gray gris de edgecomb	HC-173	greenmount silk seda de greenmount	HC-3	monterey white blanco de monterrey	HC-27







darville tan bronceado de darville	HC-91	garrison red rojo de garrison	HC-66	grant beige beige de grant	HC-83
wilmington tan bronceado de wilmington	HC-34	monroe bisque bizcocho de morroe	HC-26	puritan gray gris puntano	HC-64
copley gray gris de copley	HC-104	roxbury caramel acaramelado de roxbury	HC-42	jamesboro gold oro de jamesboro	HC-88



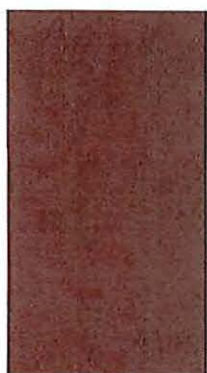
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georgian green verde de georgia	HC-115	abingdon putty masilla de abingdon	HC-99	boothbay gray gris de boothbay	HC-165
middlebury brown marrón de middlebury	HC-68	jamestown blue azul de jamestown	HC-148	montgomery white blanco de montgomery	HC-33







townsend harbor brown HC-64  
marrón de puerto townsend



hodley red HC-65  
rojo de hodley



audubon russet HC-51  
rojizo de audubon



georgetown pink beige HC-56  
beige rosado de georgetown



dorset gold HC-8  
oro de dorset



marblehead gold HC-11  
oro de marblehead



chestertown buff HC-9  
gamuza de chestertown



hawthorne yellow HC-4  
amarillo de hawthorne



windham cream HC-6  
crema de windham



philadelphia cream HC-30  
crema de filadelfia



standish white HC-32  
blanco de standish



powell buff HC-35  
gamuza de powell



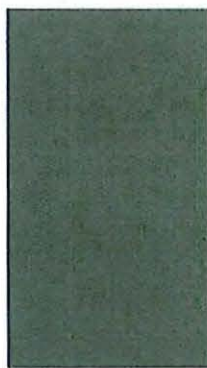
guilford green HC-116  
verde de guilford



sherwood green HC-118  
verde de sherwood



avon green HC-126  
verde de avon



lafayette green HC-135  
verde de lafayette



palladian blue HC-144  
azul palladian



covington blue HC-138  
azul de covington



waterbury green HC-136  
verde de waterbury



tarrytown green HC-134  
verde de tarrytown



yarmouth blue HC-150  
azul de yarmouth



buxton blue HC-149  
azul de buxton



whipple blue HC-152  
azul de whipple



newburyport blue HC-155  
azul de newburyport





wickham gray HC-171  
gris de wickham



stonington gray HC-170  
gris de stonington



chelsea gray HC-168  
gris de chelsea



amherst gray HC-167  
gris de amherst



nantucket gray HC-111  
gris de nantucket



gettysburg gray HC-107  
gris de gettysburg



rockport gray HC-105  
gris de rockport



gloucester sage HC-100  
salvia de gloucester



bleeker beige HC-80  
beige de bleeker



bennington gray HC-82  
gris de bennington



northampton putty HC-89  
masilla de northampton



cromwell gray HC-103  
gris de cromwell



elmira white HC-84  
blanco de elmira



litchfield gray HC-78  
gris de litchfield



lenox tan HC-44  
bronceado de lenox



tyler taupe HC-43  
gris pardo de tyler



ashley gray HC-87  
gris de ashley



alexandria beige HC-77  
beige de alejandría



davenport tan HC-76  
bronceado de davenport



van buren brown HC-70  
marrón de van buren



bradstreet beige HC-48  
beige de bradstreet



brookline beige HC-47  
beige de brookline



jackson tan HC-46  
bronceado de jackson



hasbrouck brown HC-71  
marrón de hasbrouck

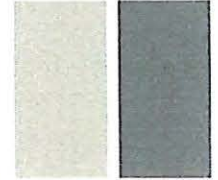
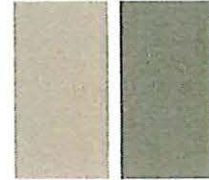
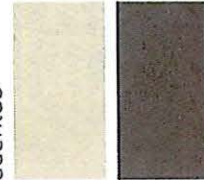




body  
estructura



accents  
acentos



sussex green  
verde de sussex

HC-109

shaker beige  
beige de los shakers

HC-45

maryville brown  
marrón de maryville

HC-75

pittsfield buff  
ante de pittsfield

HC-24

quincy tan  
bronceado de quincy

HC-25

manchester tan  
bronceado de manchester

HC-81

branchport brown  
marrón de branchport

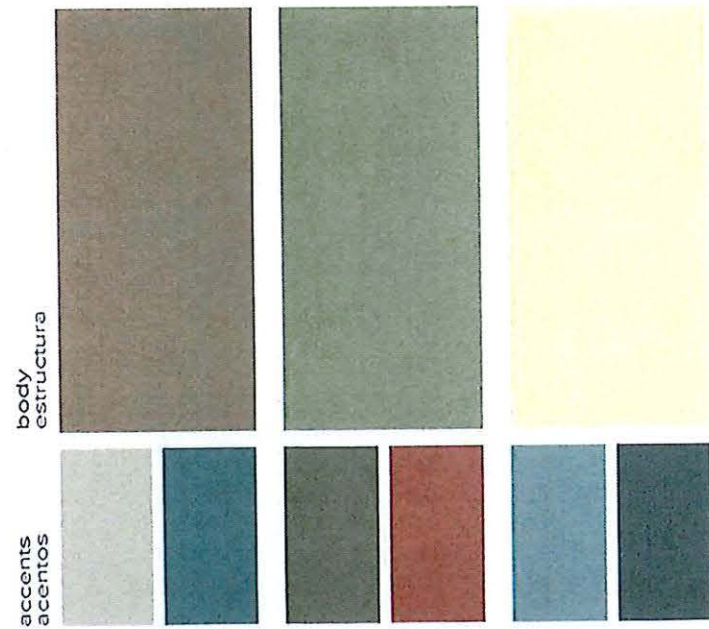
HC-72

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musgo de wethersfield

HC-110

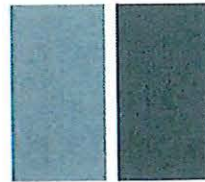
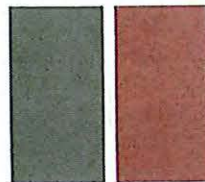
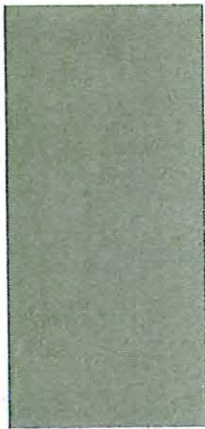
durbury gray  
gris de durbury

HC-163



body  
estructura

accents  
acentos



kingsport gray  
gris de kingsport

HC-86

kennebunkport green  
verde de kennebunkport

HC-123

weston flax  
lino de weston

HC-5

revere pewter  
peltre reverenciado

HC-172

cushing green  
verde de cushing

HC-125

van courtland blue  
azul de van courtland

HC-145

philpsburg blue  
azul de philpsburg

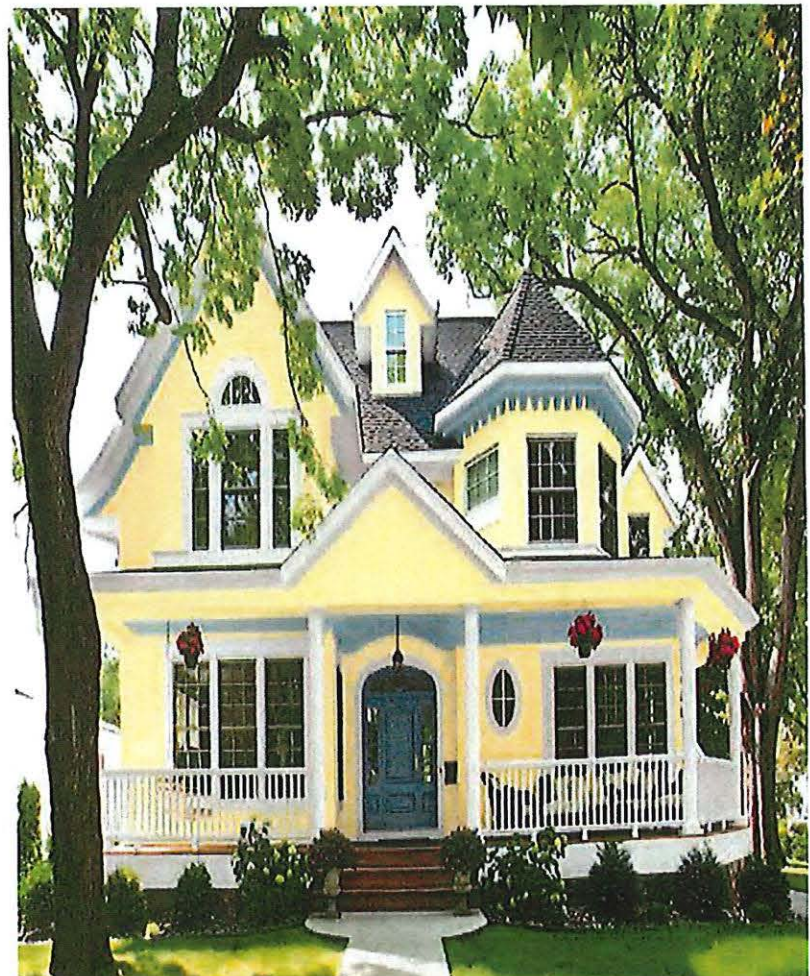
HC-159

georgian brick  
ladrillo georgiano

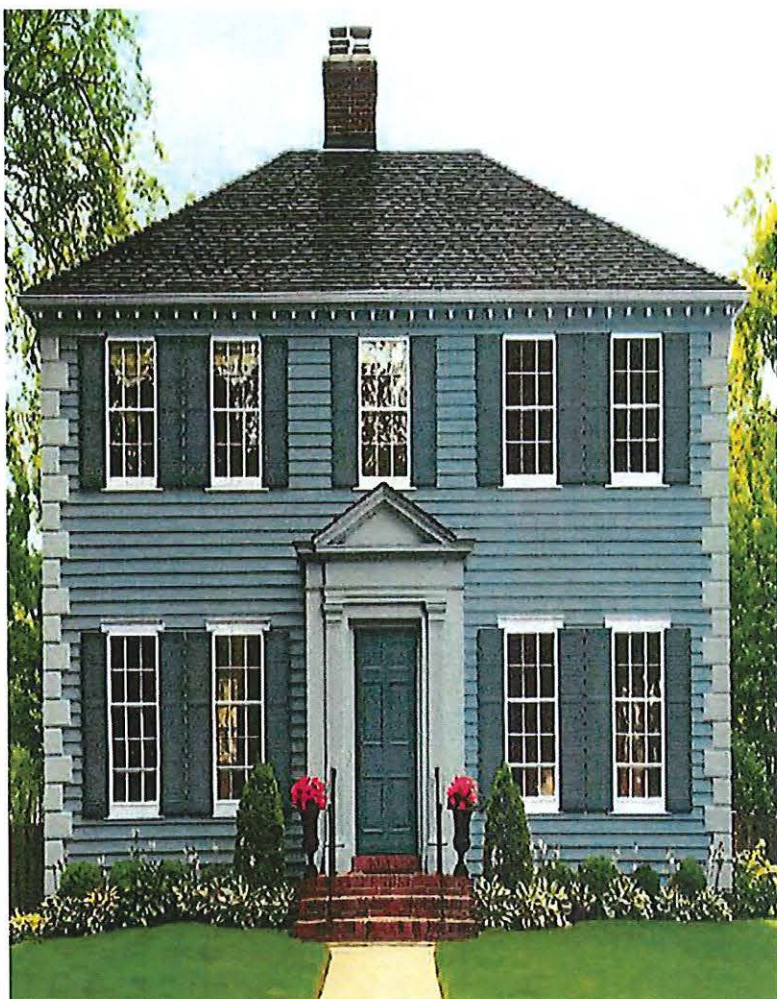
HC-50

yorktowne green  
verde de yorktowne

HC-133







body  
estructura



accents  
acentos



brewster gray HC-162  
gris de brewster

putnam ivory HC-39  
marfil de putnam

woodstock tan HC-20  
bronceado de woodstock

coventry gray HC-169  
gris de coventry

old salem gray HC-94  
gris de old salem

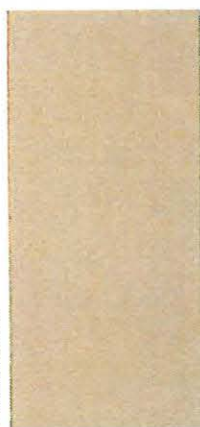
crown point sand HC-90  
arena de crown point

knoxville gray HC-160  
gris de knoxville

new london burgundy HC-61  
burdeos de nuevo londres

fairview taupe HC-85  
gris pardo de fairview

body  
estructura



accents  
acentos



shelburne buff HC-28  
ante de shelburne

great barrington green HC-122  
verde de great barrington

sandy hook gray HC-108  
gris de sandy hook

clinton brown HC-67  
marrón de clinton

richmond gray HC-96  
gris de richmond

kendall charcoal HC-166  
carbón de kendall

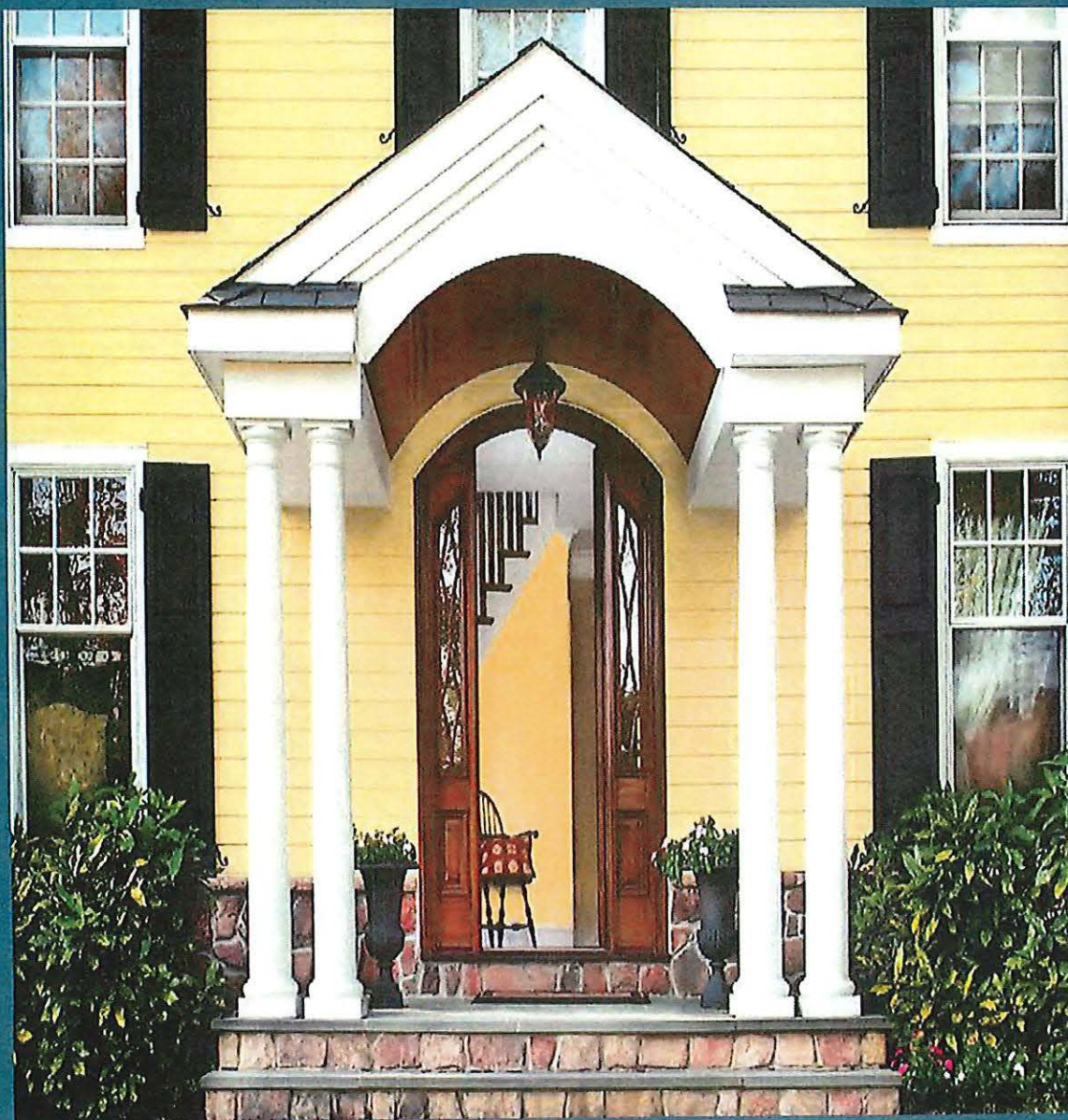
stratton blue HC-142  
azul de stratton

whitall brown HC-69  
marrón de whitall

caldwell green HC-124  
verde de caldwell







Front Cover — wall: decorator buff HC-38, trim & ceiling: white  
 Back cover — body: Philadelphia cream HC-30, trim: brilliant white, shutters: black, interior wall: chestertown buff HC-9  
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/M121595SB 2/12





*d. Signage Permitted in the Freehold Center Core Redevelopment Plan Area*

All signs shall comply with general sign provisions set forth in the Freehold Borough sign ordinance, except as specifically modified herein. If there is any conflicting standard, the standards set forth herein shall prevail.

1. General Requirements. Where a building requires several different signs, they shall be thematically linked and shall be similar in materials, color and method of lighting. Internally illuminated signs (i.e. backlit signs) consisting of a box-style sign frame shall not have a white sign face background or a sign face background color that is lighter than the sign message.
2. Wall Signs. Each nonresidential use located on the ground floor and having a street level entrance along a public sidewalk may install wall signage in accordance with all of the following requirements:
  - a. The maximum quantity of wall signs for each ground floor business use shall be no more than one (1) wall sign per street frontage.
  - b. The sign shall be located on the wall area situated near the main public entrance or centered along the street frontage.
  - c. The maximum height from ground-level to uppermost portion of the sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed fourteen (14) feet or the top of the wall face, whichever is less.
  - d. The minimum height from ground-level to lowermost portion of the sign shall be no less than eight (8) feet.
  - e. Maximum permitted sign area shall be no greater than one square-foot per lineal foot of building frontage occupied by the use on that particular building frontage, not to exceed forty (40) square feet.
  - f. Maximum permitted horizontal sign dimension (width) shall be no greater than seventy-five percent (75%) of the width of the building frontage occupied by the use on that particular building frontage, not to exceed thirty (30) feet.
  - g. Maximum vertical dimension (height) of the sign face shall not exceed three (3) feet.
  - h. No wall sign shall not project more than eight (8) inches from the wall face upon which it is attached.
  - i. The sign may be internally or indirectly illuminated.
3. Parking Garage Signs. Wall signs identifying an entrance of a parking garage may be permitted but shall be in conformance with regulations set forth above for wall signs.
4. Awning Signs. Non-residential uses located on the ground floor may display signs on awnings, provided that the following standards are met:
  - a. Awning signs shall only be permitted on first-story awnings that provide roof-like shelter and/or solar shielding above doorways and windows.
  - b. The dimensions of the awning shall be in conformance with applicable regulations set forth elsewhere herein for awnings.
  - c. The sign shall only be located on the front portion of the awning that is generally parallel to the building wall face to which it is attached. This portion is more commonly known as the "valance" (see Figure 1). In the case of an awning shape

where a traditional valance might not be provided, the sign text and graphic characters shall be restricted to the lowest fourteen (14) inches of the awning, which must be shown to be nearly parallel to the building wall face. In the case of dome awnings, the sign graphics shall additionally be restricted to the middle one-fifth (1/5<sup>th</sup>) of the awning, when viewed from the front elevation, which must be shown to be nearly parallel to the building wall face.

- d. All awning signs shall be professionally sewn or painted.
- e. The maximum vertical dimension of the sign face (valance) shall not exceed fourteen (14) inches.
- f. The maximum height of letters, individual numbers or other characters or images on the awning shall not exceed twelve (12) inches.
- g. Maximum width of individual letters, numbers, or other characters or images on the awning shall not exceed eighteen (18) inches.
- h. The total aggregate horizontal dimension (width) of all individual letters, numbers or other characters shall not exceed twenty (20) feet, or seventy-five (75%) of the width of the awning, as viewed in front elevation, whichever is less.
- i. The awning shall be limited to a total of two (2) colors plus white as approved by the Planning Board, including the color of sign lettering and all other graphics (see Figure 1).
- j. No single awning shall contain sign messages for more than two (2) business establishments.
- k. The maximum quantity of awning signs for each nonresidential use located on the ground floor shall be no more than two (2) awning signs per street frontage.
- l. Awning signs shall not be internally illuminated.



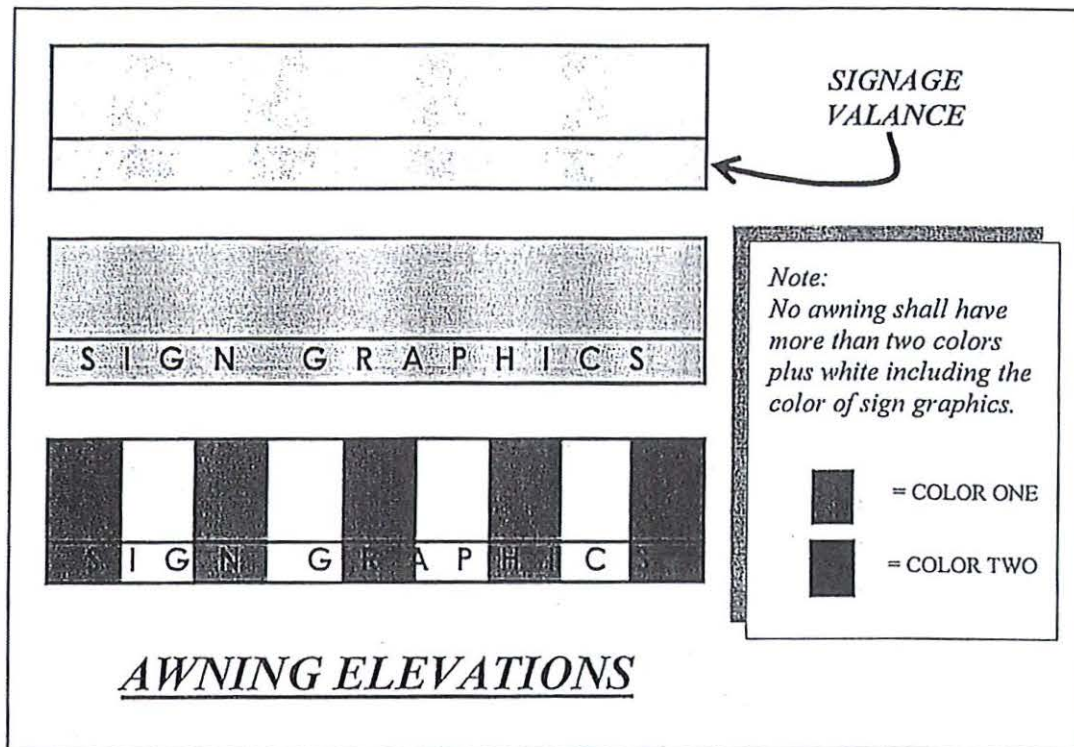


Figure 1 – Awning Signs

5. Permanent Window Signs. Only retail or personal service business uses located below the third story of a building shall be permitted to display a permanent window sign. Such sign may be professionally painted on the interior side of a window or may consist of a professionally printed permanent decal(s) installed on the interior side of a window, provided that the following standards are complied with:
  - a. No window sign shall be permitted in a window above the second-story of a building.
  - b. Maximum area of any and all such sign shall not exceed twenty-five percent (25%) of the total window area, not to exceed six (6) square feet in area per window.
  - c. One (1) sign per business establishment per window shall be permitted, up to a maximum of two (2) signs per business on any wall frontage.
  - d. The sign(s) shall be limited to the name and/or type of business, the address and phone number.
  - e. The sign(s) may be internally illuminated.
6. Wall-mounted Directory Sign. For buildings containing non-residential tenant(s) located above the ground level, one (1) wall-mounted directory sign for each ground floor public entrance into a building shall be permitted whether such entrance fronts on a street or a parking lot.
  - a. The maximum size of the wall-mounted directory sign shall not exceed eight (8) square feet in sign area.

- b. The maximum height from the ground-level to uppermost portion of the sign shall not exceed nine (9) feet if situated directly above the doorway entrance, or six (6) feet if not situated directly above the doorway entrance.
  - c. The minimum height from ground-level to lowermost portion of the sign shall be no less than two (2) feet.
  - d. Such sign may identify all building occupant names and their addresses, however, no sign message for an individual business shall occupy greater than six (6) square feet in area of such a sign.
  - e. A wall-mounted directory sign may only be externally illuminated with a shielded fixture.
  - f. All lettering on a wall-mounted directory sign shall be of the same type-face (font) style.
7. Projecting Sign. Each nonresidential use located on the ground floor and having a direct street level entrance may install one (1) projecting sign subject to the following:
- a. The sign shall be attached to the wall along the frontage such use occupies.
  - b. Such sign face and all signage must be oriented in a position that is perpendicular to the wall to which it is attached.
  - c. No such sign shall have a thickness that exceeds eight (8) inches.
  - d. Maximum size of each sign face shall not exceed eight (8) square feet in area.
  - e. Minimum height from ground level to lowermost portion of sign shall be no less than eight (8) feet.
  - f. Maximum height from ground level to uppermost portion of sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, said maximum height shall not exceed fourteen (14) feet or the top of the wall, whichever is less.
  - g. Maximum horizontal projection from the building wall, including any sign appurtenances, shall not exceed four (4) feet. Such sign may project over a public sidewalk only and shall not extend over any other portion of any other public right-of-way.
  - h. Maximum horizontal dimension (width) of the sign face shall not exceed three and one-half (3 ½) feet.
  - i. Maximum vertical dimension (height) of the sign face shall not exceed five (5) feet.
  - j. Maximum height of letters, individual numbers or other characters or images on the signboard shall not exceed eighteen (18) inches.
  - k. Maximum width of letters, individual numbers or other characters or images on the signboard shall not exceed eighteen (18) inches.
  - l. A projecting sign may be internally or externally illuminated.
8. Temporary Window Advertising Signs. Temporary window advertising signs for ground level retail and personal service business uses located in the Freehold Center Core are exempt from approval requirements, subject to the following conditions:



- a. Such signs may be constructed of paper, cardboard or plastic, and any written, numerical, graphic or photographic material or information shall constitute such a sign.
  - b. Such signs shall be removed after a period of thirty (30) days and shall have the date of installation printed clearly in the lower right-hand corner of such, as viewed from the exterior.
  - c. Such signs shall be contained solely within the ground level window of the subject business.
  - d. Maximum total area of such signs shall not exceed 40% of the total area of ground level windows, excluding window portions of doors, fronting on a public street. For the purposes of this subsection, any window area covered with a permitted permanent window sign, pursuant to this article, shall be excluded from the calculation of the total area of all ground floor windows.
  - e. Information on such signs shall be limited to advertisements for special promotions, temporary sales and other such similar nonpermanent sales promotions.
  - f. Such signs shall be maintained in an orderly manner at all times.
  - g. This section shall not be interpreted in such a manner as to limit or prohibit any business from displaying merchandise in an interior window display area.
9. Portable Sidewalk Sign. Only retail and personal service business uses and eating and drinking establishments shall be permitted to display sandwich board signs and other types of portable signs, subject to the following conditions:
- a. Maximum size of such signboard shall not exceed five (5) square feet in area. If such sign is two-sided, only one (1) side of such shall be used for the purpose of calculating the permitted sign area.
  - b. Maximum height and width of letters, numbers or other characters or images on the signboard shall not exceed twelve (12) inches.
  - c. Such signs shall be located within four (4) feet of an entrance to the business they advertise and shall not be placed so as to interfere with pedestrian or vehicular traffic on a street, sidewalk, walkway or public right-of-way. An unobstructed pathway of at least four (4) feet in width must be maintained on a sidewalk at all times.
  - d. Such signs shall be constructed of wood, slate board and/or finished metal.
  - e. Information contained on such signs shall be limited to advertisements for special promotions, sales and other such similar non-permanent sales promotions.
  - f. Such signs shall be maintained in an orderly manner at all times.
  - g. In a building with multiple business occupants who share a common entrance, no more than two (2) such signs shall be permitted, which may be shared among the applicable businesses entitled to a portable special promotion sign under the provisions of this section.
  - h. Any business use that places or installs such sign, pursuant to this section, shall be required to conform to all other applicable provisions of this article, otherwise, such business shall be prohibited from displaying such sign.



- i. No such sign shall be displayed when the business it relates to is not open for business.
  - j. Such signs shall not be illuminated.
10. Freestanding Sign. Nonresidential uses may be permitted to install a freestanding sign only if the depth of the yard in which the sign is located is at least twenty (20) feet deep, measured from the front lot line to the nearest part of a building located on a lot. Such freestanding sign shall be regulated as follows:
- a. No more than one (1) such sign shall be permitted on any lot.
  - b. The sign shall be located in the front yard; however, no element of the freestanding sign shall be located within four (4) feet of any property line.
  - c. The area of the sign shall not exceed sixteen (16) square feet.
  - d. The maximum height to the top of the sign shall not exceed sixteen (16) feet.
  - e. The minimum mounting height to the bottom edge of the sign face shall not be less than seven feet and six inches (7'-6").
  - f. Neither the horizontal (width) nor the vertical dimension (height) of the sign face shall exceed six (6) feet.
  - g. The sign may be indirectly illuminated, or may be lit by an internal source.
11. Residential Use Signage. Signage pertaining to residential uses shall be in accordance with the signage requirements set forth in the Borough's Code for residential uses.

*e. Awnings and Canopies*

Awnings and canopies are encouraged in the Freehold Center Core at the street level of a building when occupied by a nonresidential use. For all uses, awnings and canopies may be used on the upper floors of a building, where appropriate. The design of awnings and canopies shall be architecturally compatible with the style, materials, colors and details of such buildings and should not conceal significant architectural features, such as cornices, columns, pilasters or other trim details. All of the following standards for street-level awnings and canopies shall additionally apply:

1. The highest point of a street-level awning or canopy shall not extend above the top of the first-story windows by more than four (4) feet or fourteen (14) feet above the sidewalk grade elevation, whichever is less.
2. The minimum height clearance between the sidewalk and the lowest point of an awning or canopy shall be no less than seven feet six inches (7'-6").
3. The maximum horizontal projection dimension of an awning from the building wall, including any appurtenances, shall not exceed six (6) feet from the building face. Awnings may project over a public sidewalk but shall not be closer than two (2) feet to the vertical plane of the curb line or the edge of any other public right-of-way. No awning shall project over a public sidewalk when the business it relates to is not open for business.
4. No permanent canopy structure with a projection greater than eight (8) inches from the building wall face shall project over a public right-of-way (including a public sidewalk), unless approved by the governing body of the Borough.
5. When fully extended and viewed in side elevation, the height dimension of an awning shall not exceed the projection from the wall face (see Figure 2 below).



6. The surfacing material of awnings shall be made of canvas or modern materials that mimic canvas with traditionally dyed colors in solids or stripes. Metal and vinyl awnings are prohibited. Canopies shall be made of materials permitted for awnings or may be made of architectural materials found on the façade of the building.
7. No awning shall contain more than two (2) colors plus white. The color of any sign messages or other graphic features shall be included in the number of colors. The colors must be compatible with the architectural color scheme of the entire building.
8. On buildings with multiple storefronts, coordinating awning and canopy frame styles shall be used as a means of unifying the structure (see Figure 3 below for examples of frame styles).
9. All signage on awnings shall be in conformance with applicable regulations set forth elsewhere herein for awning signs.
10. All signage mounted, affixed or displayed directly on a fixed-position canopy shall be regulated as wall-mounted signs in accordance with applicable regulations set forth elsewhere herein for wall signs.
11. Internally illuminated or backlit awnings and canopies are not appropriate and are therefore strictly prohibited. No awning or canopy shall have illumination which permits the passage of light or allows light to be seen through the surface material of the awning or canopy so as to illuminate the exterior of the awning or canopy.



Figure 2 – Awning Proportion

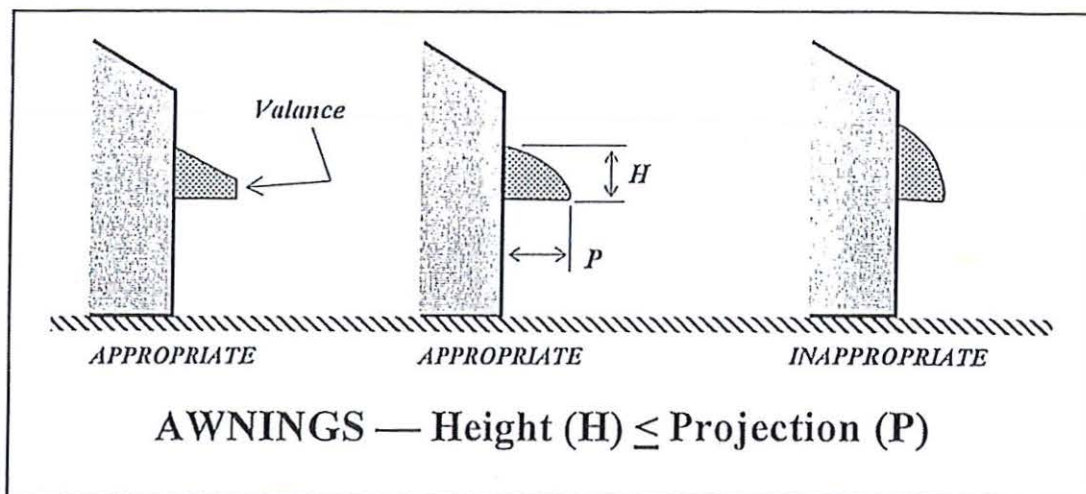
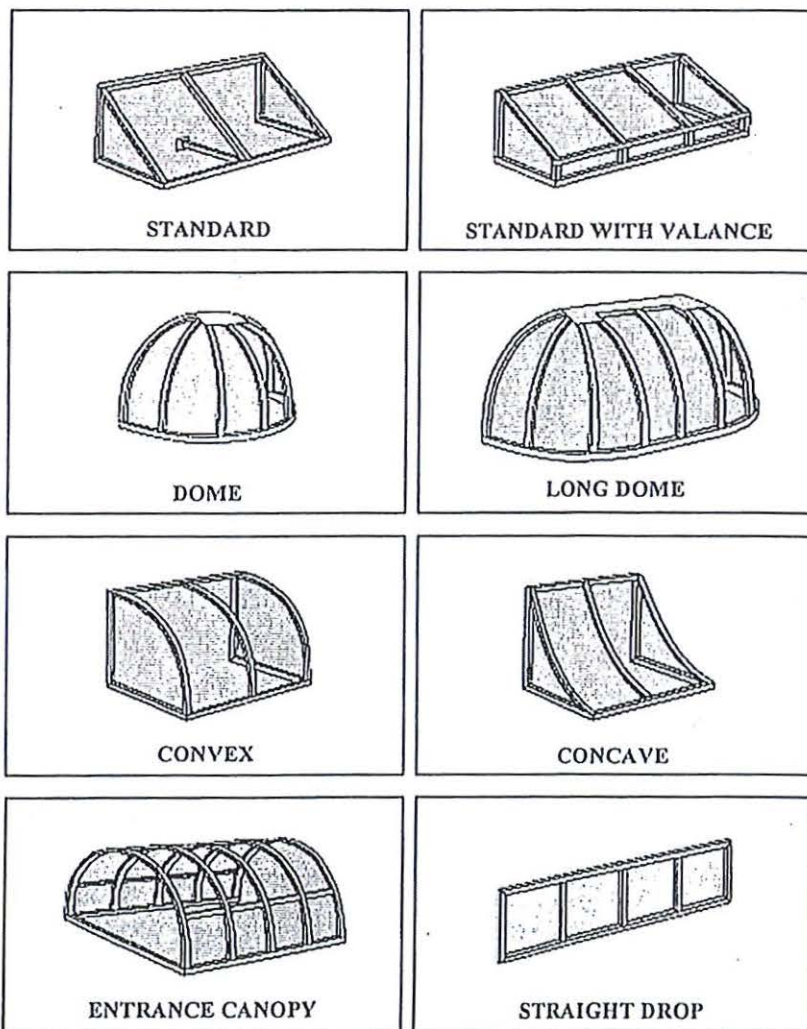


Figure 3 – Popular Awning & Canopy Frame Styles





*f. Landscaping and Street Trees*

1. Landscaped buffers between non-residential and residential uses shall be provided when necessary. When space permits, foundation plantings shall be used to soften the corners and edge of the buildings, and interior alleys.
2. All street frontages should be planted with street trees of medium size such as Amur Maple (*Acer ginala*), Japanese Scholar Tree (*Sophora japonica*), Green Ash (*Fraxinus caroliniana*), etc. at an average spacing of 25 to 30 feet. Final species selection shall be reviewed and approved by the Borough's Shade Tree Commission.

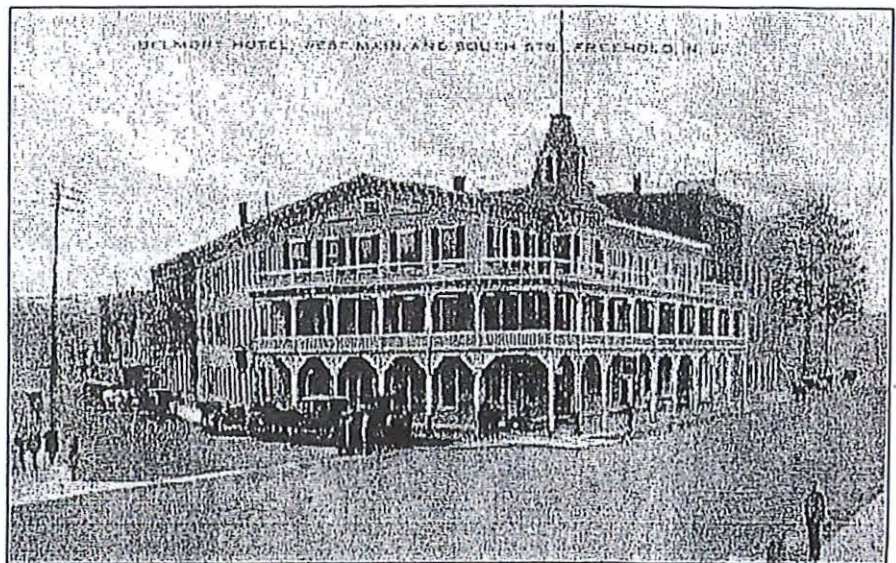
*g. Vehicular/Pedestrian Circulation*

1. All buildings are required to have entrances accessed directly from a public or semi-public pedestrian walkway. Pedestrian walkways shall be provided between all non-contiguous commercial buildings. Parking lots and pedestrian walkways shall be designed as attractive elements of the site by their own right with the use of trees, landscaping, and various building materials and textures. Sidewalks shall be connected where there are gaps and missing links. Sidewalks shall extend from the building facade or interior alleys or mews to the curb for the purpose of facilitating pedestrian movement and creating opportunities for outdoor eating and shopping areas, placement of street furniture, etc.
2. The minimum width for sidewalks shall be in compliance with the requirements set forth by the Borough Engineer. Where a sidewalk or pedestrian path does not border a street, the minimum width shall be no less than four feet.

*h. Historic Preservation*

There are many buildings in Freehold's Central Business District that date back to more than three centuries ago, when it was settled. The standards presented herein recognize the unique heritage and historic character of development that has evolved in Freehold and seek to preserve the historic character of the properties located jointly in the FCC and the historic district.

The following design standards shall be applicable to redevelopment and rehabilitation activities in the FCC on properties or district identified as being listed or eligible for listing on the National or State Register of Historic Sites. In assessing the design of any proposed addition to,





alteration of, or demolition of a structure located within a historic district or listed on the National and/or State Registers, or any new construction on property occupied by a historic structure or within a historic district, an application shall be made to the Borough of Freehold's Historic Preservation Commission to conduct a "certificate of historic review." The Historic Preservation Commission shall consider the Secretary of Interior's Standards for Historic Preservation as well as the following design criteria:

1. General Criteria. The following general factors should be considered:
  - a. The impact of the proposed change on the historical, archeological, architectural, cultural, and/or aesthetic significance of the historic site or historic district;
  - b. The importance of the historic site or the building, structure, object, or site located in a historic district to the nation, state, region, or municipality, and the extent to which its historical, archeological, architectural, cultural, and/or aesthetic interest would be adversely affected to the detriment of the public interest;
  - c. The use of any historic site or historic district involved in the proposed change; and
  - d. The visual compatibility of the proposed change with adjacent buildings, structures, objects, and sites in accordance with the requirements for design compatibility set forth herein.
2. Criteria For Existing Buildings, Structures, Objects and Sites. The Borough of Freehold's Historic Preservation Commission should make its determination as to whether the application should be (1) approved, (2) approved with conditions, or (3) denied on the basis of the purposes of this section and the applicable standards for review which are set forth in the Code of the Borough of Freehold.
3. Criteria for Additions, Alteration, and New Construction. It is the intent of this Redevelopment Plan that any design standards for additions and new construction should not discourage technical innovations in processes or materials or creativity of design. It is acknowledged that structures must meet the needs of today's inhabitants. In assessing the design of any proposed addition or new construction, the Borough of Freehold's Historic Preservation Commission, should consider the applicable design criteria set forth in the Code of the Borough of Freehold.
4. Criteria for Demolition. Demolition of any structure shall be discouraged in the FCC. If necessary, the applicable standards set forth in the Code of the Borough of Freehold should be considered regarding applications to demolish any part of a historic site or any building, structure, object, or site located within a historic district:
5. Criteria for Relocation of Historic Building or Structures. The following factors should be considered regarding an application to move to a new location or site any building, structure, or object located on a historic site or historic district:
  - a. The impact of the loss of integrity suffered as a result of removal from the original and/or historic location and, if located within a historic district, the impact of that loss of integrity upon the district as a whole.



- b. The relative value to the applicant of the proposed relocation contrasted with the value to the community as a whole in allowing it to remain at its original and/or historic site.
- c. The compatibility, nature, and character of the areas adjacent to both the present site and the proposed site relating to the protection of historic properties and districts.
- d. If a proposed new location is in a preservation zone, the impact on the visual compatibility of adjacent buildings, structures, objects, or sites as set forth above.
- e. The likelihood of significant damage to the physical integrity of the building, structure, or object itself due to its relocation.
- f. The compelling reasons for not retaining the building, structure, or object at its present location.

### 3.05 PROVISIONS RELATED TO OFF-SITE IMPROVEMENTS

The designated redeveloper or other such party responsible for the development of a redevelopment project covered by this redevelopment plan shall be at least responsible for his/her fair share of any installation or upgrade of infrastructure related to their project whether on-site or off-site. Infrastructure items include but are not limited to gas, electric, water, sanitary and storm sewers, telecommunications, recreation or open space, streets, curbs, sidewalks, street lighting and street trees or other circulation improvements. The extent of the redeveloper's responsibility will be outlined in the redeveloper's agreement with the Borough. Off-site responsibility for properties not covered under the redeveloper's agreement will be determined during the permit and/or site plan review phases.

All infrastructure improvements shall comply with applicable local, state and federal codes including the Americans With Disabilities Act. All utilities shall be placed underground, except where the Borough Engineer determines that underground installation is not advisable or feasible.

### 3.06 PROVISIONS RELATED TO STATE AND FEDERAL REGULATIONS

Certain redevelopment activities proposed in this plan may be subject to state and federal standards, regulations and permit requirements. The redeveloper is responsible for ensuring compliance with all applicable standards and obtaining necessary state and federal permits.



**BOROUGH OF FREEHOLD  
ORDINANCE NO.  
2011/9**

**AN ORDINANCE AMENDING THE VISIONING & REVITALIZATION PLAN  
FOR THE FREEHOLD CENTER CORE REDEVELOPMENT PLAN AREA**

WHEREAS, the Mayor and Council of the Borough of Freehold have designated the Freehold Borough Downtown as an Area in Need of Rehabilitation; and

WHEREAS, a Visioning & Revitalization Plan for the Freehold Center Core Redevelopment Plan Area prepared by David G. Roberts and Anne I. Tyska of CMX dated September 30, 2008, has been adopted; and

WHEREAS, the plan contains a list of prohibited uses including motor vehicle service stations; and

WHEREAS, the Mayor and Council are aware of plans to redevelop Block 71, Lots 21 – 25 which currently contain a motor vehicle service station and said plans have met with the approval of the Historic Preservation Commission; and

WHEREAS, the goals and objectives of the Visioning & Revitalization Plan for the Freehold Center Core Redevelopment Plan Area would be advanced through the redevelopment of Block 71, Lots 21 – 25 as a motor vehicle service station as currently proposed; and

WHEREAS, the Historic Preservation Commission has made certain recommendations for changes to the signage permitted in the Core Redevelopment Area, which recommendations the Mayor and Council believe are warranted in order to further the goals and objectives of the Visioning & Revitalization Plan.

NOW, THEREFORE, BE IT ORDAINED that the Visioning & Revitalization Plan for the Freehold Center Core Redevelopment Plan Area prepared by David G. Roberts and Anne I. Tyska of CMX dated September 30, 2008, which has been adopted be modified, amended and supplemented as follows:

**SECTION 1**

Section 3.03.03 Use Requirements.

*d. Prohibited Uses*

1. Motor vehicle garages, motor vehicle service stations (with the exception of motor vehicle service stations that were in place and operational at the time of the adoption of the Visioning & Revitalization Plan for the Freehold Center Core Redevelopment Plan Area), auto body repair and painting, tire sales, sales of automobiles, sales of automobile parts, or similar automotive uses.
2. No change.



3. No change.
4. No change.
5. No change.
6. No change.
7. No change.
8. No change.
9. No change.

#### Section 3.03.05 Design Standards

##### *d. Signage Permitted in the Freehold Center Core Redevelopment Plan Area.*

1. General Requirements. Where a building requires several different signs, they shall be thematically linked and shall be similar in materials, color and method of lighting. Internally illuminated signs(i.e. backlit signs) consisting of a box-style sign frame shall be prohibited.
2. Wall Signs. Each nonresidential use located on the ground floor and having a street level entrance along a public sidewalk may install wall signage in accordance with all of the following requirements:
  - a. No change.
  - b. No change.
  - c. No change.
  - d. No change.
  - e. No change.
  - f. No change.
  - g. No change.
  - h. No change.
  - i. Deleted.
3. No change.
4. Awning Signs. Non-residential uses located on the ground floor may display signs on awnings, provided that the following standards are met:
  - a. Awning signs shall be permitted on the first and second-story awnings that provide roof-like shelter and/or solar shielding above doorways and windows.
  - b. No change.
  - c. No change.
5. Permanent window signs. Only retail or personal service business uses located below the third story of a building shall be permitted to display a permanent window sign. Such sign may be professionally painted on the interior side of a window or may consist of a professionally printed permanent decal(s) installed on the interior side of a window, provided that the following standards are complied with:
  - a. Deleted.
  - b. No change.
  - c. No change.



- d. No change.
  - e. Deleted.
6. No change.
7. Projecting Sign. Each non-residential use located on the ground floor and having a direct street level entrance may install one (1) projecting sign subject to the following:
- a. No change.
  - b. No change.
  - c. No change.
  - d. No change.
  - e. No change.
  - f. No change.
  - g. No change.
  - h. No change.
  - i. No change.
  - j. No change.
  - k. No change.
  - l. A projecting sign may only be externally illuminated.
8. Temporary Window Advertising Signs. Temporary window signs for ground level retail and personal service uses located in the Freehold Center Core are exempt from approval requirements, subject to the following conditions:
- a. No change.
  - b. No change.
  - c. No change.
  - d. Maximum total area of such signs shall not exceed 10% of the total area of all ground level windows, excluding window portions of doors, fronting on a public street. For the purposes of this subsection, any window area covered with a permitted permanent window sign, pursuant to this article, shall be excluded from the calculation of the total area of all ground floor windows.
  - e. No change.
  - f. No change.
  - g. No change.
9. Portable Sidewalk Sign. Only retail and personal service business uses and eating and drinking establishments shall be permitted to display sandwich board signs and other types of portable signs, subject to the following conditions;
- a. No change.
  - b. No change.
  - c. No change.
  - d. Such signs shall be of the material as established by the Freehold Center Management Corporation, d/b/a Downtown Freehold, attached hereto as Exhibit A, and as may be amended from time to time.
  - e. No change.
  - f. No change.
  - g. No change.
  - h. No change.



- i. No change.
- j. No change.
- 10. Freestanding Sign. Non-residential uses may be permitted to install a freestanding sign only if the depth of the yard in which the sign is located is at least twenty (20) feet deep, measured from the front lot line to the nearest part of a building located on a lot. Such freestanding sign shall be regulated as follows:
  - a. No change.
  - b. No change.
  - c. No change.
  - d. No change.
  - e. No change.
  - f. No change.
  - g. The sign may be indirectly illuminated.

## **SECTION 2**

All other portions of the Visioning & Revitalization Plan for the Freehold Center Core Redevelopment Plan shall remain in full force and effect.

## **SECTION 3**

If any part of this Ordinance shall be deemed invalid such part shall be deemed severable and the invalidity thereof shall not affect the remaining part of this Ordinance.

## **SECTION 4**

Any Ordinance or portions thereof which are inconsistent with the provisions of this Ordinance are hereby repealed and superseded.

## **SECTION 5**

This Ordinance shall take effect upon final passage and publication in accordance with Law.