



Storefront and facade guidelines for BROADWAY, BAYONNE:

SECTION 1

General Requirements:

(See section 2 for details)

1. All new buildings on Broadway are to have vertically proportioned windows and glass areas on storefronts.
2. Restoration of existing historical cornices is to be encouraged. New buildings should incorporate cornices with compound profiles and brackets or other shadow-casting elements.
3. New windows and storefronts should be treated with trim or otherwise made to look "framed" in order to create visual interest and the appearance of depth on the façade.
 - A. All new windows shall be inset in the masonry opening a minimum of 3" and shall be operable, except for storefront glazing.
 - B. The pattern or rhythm of fenestration shall be similar to that of the majority of the buildings within the block in which the building is located.
 - C. Glazing shall represent at least 40% of the total façade area of upper floors.
4. Real or apparent columns of wood or steel should be used to divide sections of storefronts in order to create the previously mentioned vertical proportions.
5. Storefronts should have retractable awnings or, if cost-prohibitive, shed style awnings with 8" front valance and open sides. Awnings should project a minimum of 3' over sidewalks.
6. Storefront bases and curbs should be honed stone (marble, granite or slate).
7. Inlaid stone or tile areas cut into sidewalk at store entries should be encouraged (as long as they meet Municipal Building Code requirements for friction and load). Whenever possible, street level store entries should be recessed a minimum of three feet into the ground floor façade with doors swinging out. This makes a more welcoming entry, complies with fire code requirements for egress and ensures that the doors will not intrude into the sidewalk. The resulting exterior floor surface should be tile or stone with adequate slip-resistance to meet building code requirements.
8. New and renovated storefronts should be of real brick and stone, tile, real stucco or painted wood with real drop siding, trim and cornices. While painted wood requires regular maintenance, it is continuously freshened-up and will keep the street looking "spiffy". Painted wood facades can also be color-changed and this ensures a healthy change in appearance over time.
 - a. Materials to be used over at least 75% of the building façade above the ground floor (exclusive of the glass area required): Standard brick masonry and stone (e.g., brownstone, sandstone, limestone.), and stucco.

- b. Materials to be limited to less than 25% of the building façade above the ground floor: Wood.
 - c. Extensive use of clear glass on the ground floor is encouraged.
 - d. Color selections should be made as follows: Traditional and durable colors like beige, terra cotta, brick red, dark green, black and various grays are natural or muted and work well with the brick and stone facades of existing historic buildings. Bright, garish colors are to be avoided. Generally, one or two colors should be selected. The base color is the predominant color applied to the walls and major surfaces. Accent color is used for trim, hardware, doors, etc. The use of too many colors should be avoided.
9. Signage should be limited to the following permitted types:
- a. Painted lettering on front valence of awning
 - b. Painted or vinyl lettering and graphics on glass
 - c. Flags and banners on horizontal poles projecting from the front façade. These should be centered on the mid-point of the second floors.
 - d. Hanging solid-type signs suspended from poles mounted as above.
 - e. Solid freestanding lettering mounted on facades. Freestanding letters may be of wood, metal or plastic (subject to the restrictions indicated in item "J" below).
 - f. All sign type C & D should be illuminated by incandescent spotlights. All facades should have incandescent lighting and this should be left on until at least 10 PM every night.

Note: Temporary signs are permitted for a maximum of thirty days. See section 2 for additional restrictions.

The following are **prohibited**:

- g. Neon signs of any type.
- h. Any exterior use of fluorescent light
- i. Internally illuminated signs except back-lit (solid non-translucent individual letters with the light source behind, so that the letters appear dark against light on the building façade). No translucent internally lit signs permitted.
- j. Any Plastic signs except individual letters channel set or stud mounted.
- k. Waterfall awnings, whether internally lit or not.
- l. Tinted glass of any type. Clear films on glass may be used to reduce radiation; but awnings should be designed to protect the windows.
- m. Synthetic materials including aluminum and vinyl siding, Dry-vit, simulated masonry, etc. Instead, owners should be encouraged to restore existing facades to their original conditions on pre-1950's buildings.
- n. Exterior mounted security gates. All such gates should be inside the glass line and should be open-link type so those interiors are visible when gates are closed.
- o. Boarded-up or otherwise closed-in windows in existing facades.
- p. Mansard roofs of any type; except on buildings over 25 years old in which the mansard is an original part of the building.
- q. Simulated shakes or shingles (including metal and asphalt).

SECTION 2

Design Guidelines for Broadway, Bayonne

1. Definition of Architectural elements:

The majority of commercial facades on Broadway consist of four architectural elements:

- a. The cornice at the top the façade. This is the ornamental molding, which crowns the façade and establishes a stopping point for the viewer’s eye. Many historic buildings have had their cornices removed or covered over. These facades tend to look incomplete or unfinished. The degree of complexity of cornices varies with the style and period of the building, but some type of cornice on every building is necessary to provide a coherent street frontage along Broadway.
- b. The upper stories. These give the appearance of either a healthy, vibrant street or of a declining street; depending on whether they are occupied (windows, lights at night, etc.) or abandoned (filled-in windows or existing windows with dirty glass, broken blinds, etc.) The size and positioning of window openings give buildings a visual rhythm and help to establish balance and scale.
- c. The ground-floor storefront. This is the most important element on any commercial building on Broadway. The type of goods and services within are presented by the window displays. The architectural treatment of the storefront itself, including the lighting, creates a frame for the window displays. Poor quality materials or ill-maintained fronts create a negative impression, regardless of the quality of the goods within.
- d. Signage. Signs used on buildings are an integral part of the “presentation”. Signage should be interesting and informative, without being harsh or aggressive.
- e. Storefronts are framed by vertical and horizontal elements. Vertical piers appear to support structure, including upper stories of a multi-story building. If these elements are lacking, the building looks awkward. Horizontal lintels define the boundary between upper and lower parts of the façade. Within this frame are the elements of the storefront itself: the display windows, entrance, awnings, signage, etc. (See figure 1)

2. Renovation, Rehabilitation and Restoration Guidelines

The key to the successful rehabilitation of a building is the selection of treatments that are sensitive to the character of the entire building. The first step in a rehabilitation project is to evaluate the building façade to determine:

- a. The period of the building
- b. Physical condition of the building
- c. Relationship of component parts
- d. Architectural features
- e. Materials and colors
- f. Relationship to surrounding buildings

Whenever possible, the original material and architectural details should be retained or restored. Old photographs of many of the buildings on Broadway are available to show details of the original architecture. Materials greatly influence the perception of a building. Materials applied over the original façade of a building often destroy its integrity. Aluminum siding and stucco which have been added to cover-up existing facades should be removed and original surface materials should be restored whenever possible.

Cornices:

Where the cornice has been altered or removed it should be restored to its original condition. If it must be replaced, a new cornice should be designed and detailed in proportion to the overall mass and scale of the building.

Upper Facades:

The role of the upper façade in the overall appearance of the building is critical. Architectural details should be retained or restored. These include window sizes and styles, materials used in sills and lintels as well as surrounding decorative stone, wood or brickwork. Original wall surfaces should be cleaned and repaired; and all extraneous materials such as unused electrical conduit and signage should be removed. When existing surfaces are unsatisfactory or when changes need to be made to a building, new materials, textures and colors should be carefully chosen to compliment the building façade and adjacent structures. The proportion, style and placement of windows contribute to the scale and rhythm of the façade and should compliment the original.

Storefront:

All elements of the storefront should be coordinated with the building façade. Storefronts provide a unifying element within the block. Developing and maintaining a coherent “streetscape” is critical to the success of any commercial district. The introduction of design elements which fail to take into account the adjacent properties creates a jarring impression and this undermines the appearance of the entire street.

Although the identity of each building should be maintained, at times a single store may occupy more than one adjacent building. Signage, graphics, awnings and color may be used to provide a unified image. One building may include more than one store. Every effort should be made to have the storefronts harmonize with each other and with the facade, which incorporates them. The sensitive placement and design of signs is critical in this respect (figure 2).

Display Windows:

Display windows should be used to provide maximum exposure for the business within the building and to enliven the street environment. They should never be filled-in or covered even with temporary signs. Materials used to frame display windows should harmonize with the rest of the façade. Display windows should be subtly lighted to feature the merchandise but never to overpower.

Entrances:

Entrance doors should contain generous glass panels to provide maximum visibility and safety. The style of the door and its hardware should be compatible with the overall design of the building.

Whenever possible, street level store entries should be recessed a minimum of three feet into the ground floor façade with doors swinging out. This makes a more welcoming entry, complies with fire code requirements for egress and ensures that the doors will not intrude into the sidewalk. The resulting exterior floor surface should be tile or stone with adequate slip-resistance to meet building code requirements.

An entrance to an upper story should be created as a secondary element and be compatible with the overall design of the storefront (figure 3).

Awnings:

Awnings can be used as an important decorative element, which adds color and interest to the building façade. They also provide protection from the weather and reduce glare on the display window glass, rendering displays more visible from the street. Awnings are a good location for signage. They should compliment the materials, color and original architecture of the building without detracting or hiding architectural details. Bubble awnings are specifically prohibited.

Storefronts should have retractable awnings or, if cost-prohibitive, angled awnings with 8" front valence and open sides. Awnings should project 3' over sidewalks.

Storefront and Windows:

See section 1.

Rear and Side Elevations:

The appearance of all visible facades of a building are important to maintaining the overall appearance of Broadway. Wall surfaces should be clean and in good repair. Attractive materials should always be used. Landscaping should be provided to enhance these areas.

Signs:

Signage requirements are as per New Construction Guidelines- see below.

New Construction- In-fill Guidelines:

Vacant lots, parking lots fronting the street and demolition of existing structures provide the opportunity for new construction.

In-fill development can strengthen or weaken the streetscape, depending on how well designed they are. New structures should be designed to fit-in with the existing buildings on Broadway and should continue the fundamental design characteristics found in Broadway's existing architecture. There are no simple rules for determining the ideal aesthetic relationships; however, appropriate design decisions can be made through the careful analysis of the existing context. Important elements of successful new construction are height, mass, scale, proportions, setbacks, materials, colors and overall façade organization.

Building Height and Mass:

The height and mass of in-fill buildings should be compatible with existing development. In a row of abutting buildings, any new structure should go wall-to-wall and fill the space defined by adjacent buildings. It should be similar in height to the adjoining buildings. The building mass should be broken into components that correspond to the scale and mass of existing buildings.

Vertical Articulation:

Vertical demarcations shall be required no less than every 50 linear feet of street façade; these may be achieved by a change of color or material, by a stack of bay windows or balconies, or by a vertical line created by the application of a different material or by the variation in the surface of a façade (Minimum variation of 8").

Horizontal Articulation:

Horizontal demarcations shall be required for any building taller than two stories; such elements as a cornice line, a course of brick or stone which projects or is differently colored or laid, a floor (such as the ground floor) which has a different material from the main façade, or balconies located on only one floor across the façade.

Setbacks and Parking:

New development should generally replicate the setback of existing buildings to create a consistently developed edge. Where side-yards exist, the side-yard setback should echo the rhythm of spacing between existing buildings.

If adjoining buildings have parking in the rear, parking for new construction should also be located behind the building. Parking lots facing onto Broadway are discouraged. They introduce a gap in the streetscape and disrupt the flow of shopping. They are also potentially dangerous to pedestrians and interrupt street traffic flow. In cases where existing or new lots have to front on Broadway, every effort should be made to restrict curb cuts and to provide landscape and fence screening to help reinforce the street-wall.

Materials and Color:

The proper choice of materials and color contributes to the unity of the street environment. Materials selected should be of high quality and be compatible with materials used in surrounding buildings. Aluminum and vinyl siding and synthetic stucco are to be avoided.

Many of the buildings on Broadway retain their original colors. Traditional and durable colors such as beige, terra cotta, brick red, dark green, black and various grays are natural or muted and work well with the brick and stone facades of existing historic buildings. Bright, garish colors are to be avoided. Generally, one or two colors should be selected. The base color is the predominant color applied to the walls and major surfaces. Accent color is used for trim, hardware, doors, etc. The use of too many colors should be avoided.

Storefront and Windows:

See section 1.

Signs:

Signs define the character and quality of Broadway. Poorly designed signage causes clutter and visual chaos. Well-designed and placed signs add variety and a positive, coherent imager to the street. The key to successful signage is simplicity. The use of understandable graphics presented in a legible style and the controlled use of color work best. Plastic, translucent back-lit or illuminated waterfall awning signs are specifically prohibited. Signage should fit within the overall frame and pattern of the building façade and should not be indiscriminately applied over architectural elements. Placement and illumination of signs must be compatible with the architecture of the building. It is suggested that a professional sign maker be retained. (Figure 4).

Sign Placement:

Signs should be placed to complement the design of the building façade. The natural location for signs on historic commercial buildings is the lintel or sign frieze that caps the storefront and separates it from the upper façade. Signs should be sized and placed so that they conceal the least amount of architectural detail. Wherever possible, signs should be located at heights similar to those signs on adjacent buildings in order to create a more unified sign band. Another traditional location for signs is the storefront window. Signs placed in windows should be painted or pressure-sensitive letters on the glass and should not obscure the view into the interior.

Number of Signs:

Each business is permitted one sign for each public entrance. Additional lettering is permitted on windows detailing hours of operation, etc. as long as the lettering does not exceed three inches in height and 20% of the window area.

Lettering on awnings is permitted in addition to other permanent signage, provided that the letters do not exceed three inches in height. (figure 5).

Size of Signs:

The size of signs should be proportioned to fit the storefront and building façade as a whole. Generally, the size of a sign cannot exceed one square foot for every linear foot of store frontage. In addition, one dimension (either vertical or horizontal) cannot exceed thirty linear inches.

Temporary Signs:

Temporary signs advertising special sales, etc. are permitted for a maximum duration of 30 days and are limited to those, which occupy no more than 20% of the storefront glazing. All such signs must be placed inside the glass and are not permitted on the exterior of the building.

Materials and Finish:

The major considerations in selecting sign materials are compatibility with the architecture of the building and the quality and appearance of the sign itself. Wood is often the preferred material, although other materials, such as metals, are acceptable. Plastic, backlit or illuminated bubble-awning signs are specifically prohibited. Signs should have a matte or dull finish to reduce glare and enhance visibility.

Color:

Color in signs creates variety and enhances the vitality of the street environment. Too many colors, however, create visual chaos and diminish the ability of signs to effectively communicate. Sign colors should be limited in number and should be compatible with the building façade and with other nearby signs.

Illumination:

Excessively bright illumination, internally light, exterior neon and fluorescent lighting are prohibited. The preferred method for lighting a sign is indirect lighting. The intensity of the lighting should be as low as possible. The light source should not be visible to pedestrians or vehicular traffic.

Recycling Plan: Storage and Projection Standards:

Storage of trash outside of buildings along Broadway is strictly prohibited, except at the rear of buildings when screened by shed-like enclosures. No unscreened dumpsters are permitted. Wherever practical, trash should be stored inside until ready for pick-up.