

# Township of BARNEGAT



## DESIGN STANDARDS FOR COMMERCIAL ZONES



PREPARED BY  
Birdsall Services Group | August 2012

# TABLE OF CONTENTS



1 | **PURPOSE**

1 | **OVERALL DESIRABLE OUTCOMES**

2 | **GENERAL DESIGN STANDARDS**

6 | **BUILDING DESIGN STANDARDS**

21 | **SITE DESIGN STANDARDS**

26 | **DEFINITIONS**

# DESIGN STANDARDS FOR COMMERCIAL ZONES

## I. PURPOSE:

The purpose of this Ordinance is to amend Chapter 55, Land Use, of the Code of the Township of Barnegat to establish commercial design standards for the uses permitted within the CPHD, CN, CV and CM Zones as well as the Town Center TC-CPHD, TC-CN and TC-CV and the Commercial Core CC-CPHD Overlay Zones. This Ordinance has been prepared in accordance with the 2011 Barnegat Township Master Plan, as endorsed by the New Jersey State Planning Commission on December 7, 2011. This ordinance codifies the Barnegat Township Commercial Design Plan and is intended to guide development of all commercial structures in the Township with a view towards creating a cohesive design theme, enhancing visual appearance of sites and improving overall quality of construction.

The ordinance contains standards for building architecture, off-street parking and signage for all of the commercial zones in the Township. The nonresidential design standards shall serve to establish and promote a visual identity for the Township; create visually unified streetscapes; encourage human scale and pedestrian friendly site development; stimulate economic redevelopment and business retention in the area; increase the property tax base of the Township in the long term, and improve the public elements of the streetscape through landscaping, street furniture, paving, lighting, pedestrian linkages and parking improvements.

## II. OVERALL DESIRABLE DESIGN OUTCOMES

The overall intent of the ordinance is to maintain a general uniform building scale, setbacks in order to provide high quality construction materials in classic designs that shall withstand the shore environment as well as the test of time thereby enhancing the character of the community to generate the following desired outcomes:

- A. To avoid one-story buildings with flat roofs that lack presence and are overly plain or are architecturally incompatible with surrounding development and emphasize parking areas thereby creating an auto-dominated, pedestrian unfriendly envi-

ronment. This ordinance shall enable the provision of commercial buildings of up to three stories in height with pitched roofs or flat roofs with decorative cornices that draws focus to the building and not the parking areas.



Figure 1: Example of flat roof commercial buildings with decorative comices and pitched roofs

- B. The design of building shall consist of local interpretations on classic architectural styles in order to create local character instead of the generic box-like architecture without any character.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Figure 2: Example of generic box-like architecture



Figure 3: Local interpretations on classic architectural styles

## III. GENERAL DESIGN STANDARDS

The general design standards are intended to preserve the integrity of the various original building materials and establish a character to develop a commercial theme necessary to make the Town Center and Commercial Core as well as other commercial areas in the Township prosperous.

- A. **Gateways:** Buildings located at obvious entrances to residential, mixed-use or commercial areas shall mark the transition into and out of the neighborhood in a distinct fashion using massing, details, height and/or contrasting materials.
- B. **Focal points:** Points of visual termination shall be occupied by monuments, fountains, or distinctive civic buildings and spaces. These structures shall generally employ sufficient height, massing and architectural treatments.

- C. Primary building entrances shall be physically and visually oriented towards streets. Commercial buildings situated on corner lots shall treat side facades that face a street or driveway the same as the front.
- D. No more than 15 percent of the required parking shall be provided along the front of the building and the street with the remaining 85 percent of parking provided to the side or rear of the building.
- E. Commercial buildings adjacent to buildings located in the Historic District must take into consideration the historic character of those structures and be built incorporating elements of styles found within Barnegat Township's Historic District.

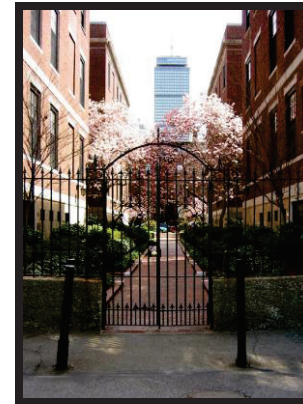


Figure 3: Visual termination points are used to carry the eye forward and to leave the pedestrian guessing what is around the next corner and can range from pocket parks to significant architectural structures

- C. **Build-to line:** Buildings shall define the streetscape through the use of uniform setbacks along the build-to line for each block. The streetscape shall also be reinforced by lines of closely planted shade trees.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

- D. **Mixed-use areas:** Where the Township of Barnegat has identified areas to permit mixed-use, the goal is to create a variety of buildings and residential types, uses that are designed to foster a sense of community through a pedestrian scale and high aesthetic quality while also accommodating vehicular traffic. Mixed-use buildings shall restrict retail services to the ground floor. Office and residential uses are permitted on the second floor.
- E. **Climate considerations:** Building exteriors shall employ porticos, arcades and porches to the maximum extent possible to provide shelter from sun, rain, snow and wind. Building locations, heights and step-backs should consider safety concerns associated with shadows on parking areas, sidewalks, and streets.
- F. **Building Variation:** Building designs shall vary in terms of footprint, architectural elevations, roof orientation, front entrance and porch locations. Colors, materials, window dimensions, other architectural details such as cornice lines, sign bands and base treatment should establish a harmonious and uniform theme.



Figure 4: Material and roofline variations on residential and mixed-use buildings add visual interest and break the streetscape and façade.

- G. **Corner lots:** Commercial buildings situated on corner lots shall treat side facades that face a street or driveway the same as the front yard façade. For example, fences, cornice treatments, top and bottom window alignments, parapets, etc. should wrap around the front and side façade exposed to the public street.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Figure 5: Distinct entrances defined along both the street sides of corner buildings

- H. **Infill Projects:** Where there is a vacant lot(s) in an underutilized front loaded commercial parking lot, proposed projects shall complement and strengthen the surrounding neighborhood and reinforce desirable community design patterns and architectural features referenced in this chapter. For example, certain areas in the Township exhibit an extensive use of front porches; this pattern should be followed and reinforced.
- I. **New Streets:** Street layouts shall be aimed at achieving a grid pattern connecting to the major street network. The grid may be modified to adapt to, respect, and highlight unique viewsheds and topographical features. Cul-de-sacs and other roadways with a single point for entry and exit are not permitted for commercial uses. New streets shall be designed to interconnect adjacent commercial uses and zones in order to provide an alternative travel route, thereby reducing vehicle trips on the major roadways.

- J. **Drive-through establishments:** Drive-through facilities shall be located and screened with planting and/or architectural walls to minimize their visibility, and may be located under upper story cantilevered floors. In all cases, drive-through facilities shall be located in the rear portion of the structure.
- K. **Loading and service areas:** When required, loading docks, solid waste facilities, recycling facilities, and other service areas shall be placed to the rear or side of buildings in visually unobtrusive locations. Screening and landscaping shall be provided to minimize direct views of the loading areas and their drive-ways from adjacent properties or from the public right-of-way. Screening and landscaping shall also be provided to minimize spillover glare, noise or exhaust fumes. Screening and buffering shall be achieved through walls, fences and landscaping. Screening shall be a minimum of five feet tall, shall be visually imper-vious and keep receptacles completely out of view.
- L. **Facade Elements:** Building shall integrate various elements, which complement each other and accentuate special features into a design that enhances the visual impact. Contemporary storefronts should try to incorporate elements that relate the storefront to the surrounding buildings while not imitating exact elements.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Figure 6: Example of a good storefront display



Figure 7: Example of a poor storefront display

forced with the provision of street furniture such as benches, waste receptacles, bicycle racks etc.



Figure 8: Examples of bike racks and outdoor seating to create an inviting pedestrian realm

M. **Pedestrian Realm:** The Town Center and Commercial Core shall create an atmosphere of “friendliness” from three conditions: a safe and comfortable environment, a sense of human scale, and a distinct character or sense of identity. Environment refers to the basic conditions by which, at first glance, an area is perceived as comfortable and approachable. Key elements that contribute to a feeling of comfort and approachability include:

1. Street trees (shade);
2. Informational signage that is clear and accessible; and
3. Pedestrian friendly barrier free sidewalks.

Human scale refers to the scale and collection of the design elements that directly support pedestrian life as opposed to vehicular movement. The pedestrian realm is the sidewalk, and shall function as a bubble for human activity to establish a sense of community and social interaction that can be further rein-

A safety barrier, such as a row of trees, bollards or parallel parking shall be provided where sidewalks abut moving traffic; where sidewalks abut parking lots or open land, some form of screening (trees, shrubs and walls) shall be provided. Identity refers to a distinctive character obtained by out of the ordinary or unique elements such as informational kiosks, street light pole ornamentation, building awnings, special plantings or civic art. It is intended that the Town Center and Commercial Core should generally stand out from the norm, helping pedestrians identify and reaffirm the commercial and civic vitality of the area. The Streetscape design guidelines shall be applicable for specific standards.

## IV. BUILDING DESIGN STANDARDS

### A. Building Size, Mass and Style

- 1) Commercial buildings shall be minimum 1.5 stories in height, and no greater than three stories.
- 2) Setbacks from the primary adjacent street shall be as close to the right of way as possible to provide a logical building entry.
- 3) Groups of related buildings shall be designed harmoniously in terms of the following:
  - a. Silhouette, architectural style and scale;
  - b. Massing of building form;
  - c. Surface material, finish and texture;
  - d. Decorative features;
  - e. Window and doorway proportions and modulation;
  - f. Entry way placement and location, signage and landscaping.
- 4) Primary building entrances shall be physically and visually oriented towards streets, parks and plazas in order to give orientation, aesthetically pleasing character as well as provide clear definition and high pedestrian visibility. Building entrances should be clearly defined through the use of detailed paving, architectural treatment and site furnishings.
- 5) Entrances should include features such as:
  - a. Canopies or porticos;
  - b. Overhangs;
  - c. Arcades;
  - d. recesses/projections;

- e. Raised corniced parapets over the doors;
- f. Peaked roof forms; arches;
- g. Outdoor patios; and/or
- h. Display windows.

Architectural details, integrated into the building design, such as tile work or moldings, along with planters or wing walls that incorporate landscaping and provide places for sitting shall be included.

### B. Local Interpretation of architectural styles

Barnegat Township contains structures built in the vernacular and high style such as “Greek Revival,” “Vernacular Gothic Revival,” “Colonial Revival,” elements of “Second Empire” and “Queen Anne; therefore local interpretation of the following architectural styles shall aid in establishing and enhancing the community character:

- 1) American Colonial (English seashore, Dutch or French)
- 2) Victorian (including Seashore and Folk Victorian)
- 3) Craftsman
- 4) Federal
- 5) Neoclassical
- 6) Queen Anne
- 7) American Gothic

### C. Building Arrangement

1. Primary orientation for buildings and building clusters on properties fronting along State Highway 9 shall be from State Highway 9. The orientation is estab-

# DESIGN STANDARDS FOR COMMERCIAL ZONES

lished by providing building entrances, which shall front along State Highway 9.

2. Buildings shall be designed in a cluster format to minimize the footprint of the development on the landscape and provide for green areas resulting in an arrangement of a definitive rhythm of built and open areas facing the street or drive. The buildings shall be designed to create a continuity of facades along a building line parallel to the public streets or internal private drives.
3. Building façades of developments containing two or more buildings shall be designed and located to relate to one another in terms of function and visual elements. Buildings façades shall not exceed 80 feet in linear length.
4. Features such as courtyards, quadrangles and landscaped open spaces shall be incorporated with only the secondary building facades facing an open parking area.
5. Building facades must be located at the building façade line to create a consistent edge with the adjacent structures.
6. Buildings on a corner lot contain two front facades visibly exposed to the street; therefore such buildings shall incorporate architectural elements to emphasize its location. Elements including, but not limited to, fences, cornice treatments, top and bottom window alignments, parapets, etc. shall wrap around the front and side façade exposed to the public street.
7. Building facades must reflect the scale of nearby buildings with the introduction of cornice lines, overhangs or changes of material. If the building height is greater than the height of the existing adjacent structures then consistent

cornice lines between buildings or building setback for upper floors shall be created to reduce the scale of the building.

8. Buildings located at gateways entering the Town Center shall mark the transition into and out of the district distinctly using massing, height, contrasting materials and/or other architectural embellishments to obtain this effect.



Figure 9: Elevation changes depicting consistency, harmony and scale reduction for buildings with varying heights.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Figure 10: Gateways identify an entrance or exit to a place and apart from the architectural elements could also range from pillar styles, gateways or simple signage.



Source: Barnegat Township Commercial Design Plan

Figure 11: Example of massing in a building to create a focal point

9. The spaces between buildings shall be designed to promote the continuity of the street edge and to create a continuing rhythm of spaces, except when the separation is designed to highlight vistas.
10. In shopping centers and commercial development, small clusters or pad sites are preferred to the obsolete “L” shaped suburban shopping center type of commercial design. Such pad sites should be designed to create a more inviting appearance in a larger development by visibly reducing the project’s scale and expanding the range of activities and businesses within a single development in accordance with the following guidelines:
  - a. Pad site structures shall be compatible with the main buildings on a commercial site.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

- b. The layout of pad site shall relate coherently to the Public Street and surroundings (outward) as well as to the main center (inward).
- c. The number, location and design of the independent pad sites shall reinforce rather than obscure the identity and function of a commercial development, especially in large commercial centers.
- d. Pad sites shall be clustered together to define street edges and entry points or to enclose and create interesting places between buildings. Even dispersal of pad sites in a widely spaced pattern within the development, even if located along the street frontage, is not permitted.
- e. Spaces between adjacent pad site buildings should be improved to provide small pockets (preferably heavily landscaped) of customer parking, pedestrian connections, small scale project amenities or focal points such as, but not limited to, the following:

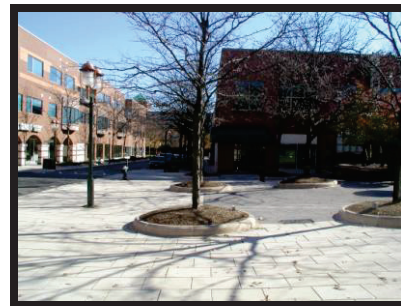


Figure 12: Improvements to spaces between pad sites to create an inviting atmosphere

- i. Landscaped pedestrian walkway linking customer entrances between two or more pad site buildings;
- ii. Public seating or outdoor dining/eating area;

- iii. Area landscaped with a variety of living materials emphasizing four-season colors, textures and varieties; and
  - iv. Sculptures or fountains.
- f. The primary façade of a building, containing the customer entrance, located on a pad site may be oriented in a variety of ways, including but not limited towards:
    - i. The primary access street;
    - ii. An internal “main street,” framing a primary entrance to the development or Center;
    - iii. The side (especially when the other side faces another pad site building); or
    - iv. The interior of the shopping center.
  - g. The pad site buildings shall incorporate the same materials and colors as those on the primary commercial building within the shopping center and in accordance with the standards set forth within the relevant sections of this ordinance.
  - h. Pad site entrances are appropriate locations to express individual building character or identity. Customer entrances shall be emphasized through incorporation of a building recess, projection, canopy or similar design element.
11. Freestanding Kiosks / ATM Structures, if permitted within the zone, shall be provided in accordance with the following design standards:
- a. All kiosk-type buildings and structures shall be integrated with the overall commercial or shopping center development, and shall be subject to the same guidelines as all other buildings within the development.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

- b. Freestanding kiosks and drive-up ATM structures shall not be located along the primary access street frontage.
- c. Access to a freestanding kiosk or drive-up ATM structure shall be from drives and internal streets, and entrance from a public street shall not be permitted.
- d. Without exception, freestanding kiosk structures shall be compatible with the appearance and function of the overall commercial development.

## D. Facades, Materials and Colors

1. Architectural features at the façade level shall take into consideration the human scale, which means consideration of human vision, proportion, height and rate of movement to add interest to the pedestrian user. Features such as textured stone or brick, patterned tiles, decorative trim work or carved wood and decorative metalwork shall be introduced, particularly at street or sidewalk level.
2. Buildings shall incorporate fenestration and design elements such as decorative windows, operative windows, louvers, shutters, cornerstones, keystones and wide window frames. Windows shall occupy between ten to twenty percent of the second and third floor façade area to prevent large expanses of blank walls.
3. Commercial building facades exceeding 80 horizontal feet in length should be provided with vertical divisions no greater than 40 feet along all street side building facades.
4. Storefronts along the street shall incorporate architectural piers or pilasters that provide definition to the façade.

5. No blank walls shall front any public streets or shall be visible from a public street.
6. Building facades, windows and window panes should respect the traditional architectural proportions such as the Golden Rectangle. Windows shall be vertically proportioned wherever possible.

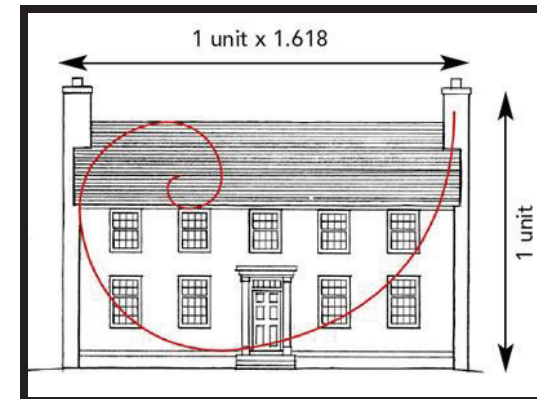


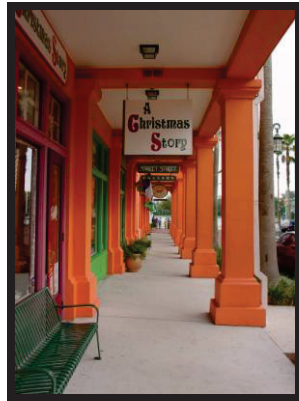
Figure 13: Example of a structure following the principle of golden rectangle

Source: <http://www.homebuilding.co.uk/design/choosing-products/doors-windows/positioning-windows>

Upper story windows shall be vertically aligned with the location of windows and doors on the ground level.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

7. The façade shall be defined vertically by features such as combination of piers, projecting bays, arcades, changes in roof configuration in order to reduce the scale and uniformity of the building.



Source: Barnegat Township Commercial Design Plan

Figure 14: Provision of arcades and changes in roof styles creates interest

8. The façade shall be defined horizontally with a base, wall and cap. The cap should contain either a pitched roof or articulated cornices in a separate color than the main wall.



Figure 15: Example of building with defined, base, wall and top

# DESIGN STANDARDS FOR COMMERCIAL ZONES

- a. A recognizable “base” may consist of, but not limited to, the following:
    - i. Thicker walls, ledges or sills;
    - ii. Integrally textured materials such as stone or other masonry;
    - iii. Integrally colored and patterned materials such as smooth finished stone or tile;
    - iv. Lighter or darker colored materials, mullions or panels; or
    - v. Planters.
  - b. A recognizable “top” may consist of, but not limited to, the following:
    - i. Cornice treatments, other than just colored “stripes” or “bands,” with integrally textured materials such as stone, other masonry or differently colored materials;
    - ii. Sloping roof with overhangs and brackets;
    - iii. Stepped parapets; or
    - iv. Horizontal rhythms, such as openings and articulations, shall logically align between levels.
9. The wall plan projections or recesses should have a depth of minimum of three percent of the length of the façade and extending along a minimum of 20 percent of the length of the façade.

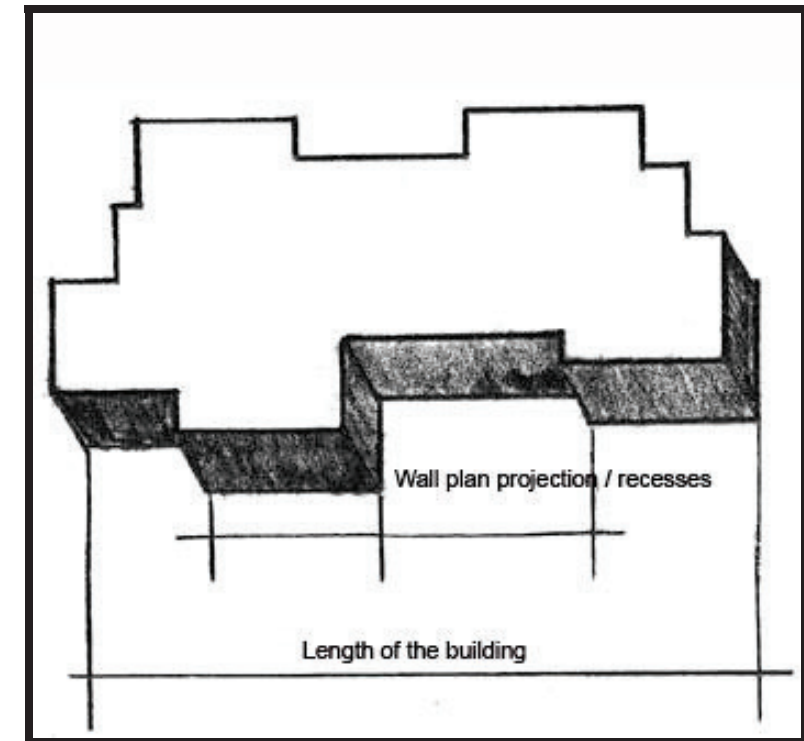


Figure 16: Example of wall plan projections

If a building façade has a length of 80 feet, then the depth of the projection shall be a minimum of 2.4 feet and shall extend along a minimum of 16 feet.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

10. Predominant exterior building materials shall be of high quality and shall include, but not be limited to, the following:

- a. Brick;
- b. Wood;
- c. Sandstone;
- d. Exterior insulation and finish system (EIFS);
- e. Native stone;
- f. Tinted, textured concrete masonry units;
- g. Stucco or
- h. Architectural Glass (less than 25 percent reflectance).

The use of EIFS and stucco, although permitted, shall not be utilized as a stand-alone material but shall be utilized in tandem with sandstone, brick and native stone.

11. The following materials shall not be permitted:

- a. Smooth-faced concrete block, unfinished concrete block and tilt-up concrete panels, unless a curtain wall, other exterior wall or finish comprised of compatible materials, listed at Code Section \_\_\_\_\_ IV.D.11, is installed on the exterior surface of the concrete;
- b. Pre-fabricated steel panels;
- c. Aluminum siding or cladding;
- d. Hardy Board / Cement fiber board;
- e. Wood roof shingles; or
- f. Reflective glass.

12. All exterior walls, including parking structures, garages and accessory structures shall be constructed of 85 percent traditional building materials, such as brick, wood, clapboard, natural stone, stucco, non-reflective and non-tinted glass. Such coverage calculations shall not include doors, windows, chimneys,

dormers, window box-outs and bay windows that do not extend up to the foundation or any exterior wall that does not bear on the foundation.

13. Materials such as pre-cast concrete walls, concrete block or polished stone are not permitted as they are not consistent with the architectural intent for commercial areas within Barnegat Township.

14. Structures containing an area of 20,000 square feet or less shall require a minimum of two (2) distinct building materials from the approved list of materials to be utilized on all facades to provide architectural detail and interest.

15. Structures containing an area greater than 20,000 square feet shall require a minimum of three (3) distinct building materials from the approved masonry list to be utilized on all facades to provide architectural detail and interest.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Figure 17: Example of a building utilizing several façade materials such as cast stone, glass and stucco and containing architectural details such as cornice and moldings, recessed doorway, awning and belt course

16. Secondary materials must cover a minimum of ten percent of the building façade on all sides.
17. Asphalt shingles, industry approved synthetic shingles, standing seam metal or tile roofs shall be utilized for sloping roofs.
18. Primary building materials shall feature non-reflecting earth-tone colors in the red, tan, white or brown range. Accent colors may be used provided that they

appear as secondary visual elements to the primary materials. The following shall be prohibited:

- a. Bold, disjointed or recognizable color combinations or color patterns that form a corporate or commercial identity or logo shall be considered a sign and not permitted.
  - b. The use of high intensity colors, metallic colors, black or fluorescent colors.
19. Brighter colors could be used for building and trim accent areas, including primary colors; however use of neon tubing for building trim or accent is not permitted.
  20. Building façade must include a recurring pattern that must include a minimum of three of the elements listed below. A minimum of one of the chosen elements shall be repeated horizontally. All the elements shall be repeated at minimum 30 feet intervals either horizontally or vertically.
    - a. Color change;
    - b. Texture change;
    - c. Material module change;
    - d. Expression of architectural or structural bay through a change in plane no less than 24 inches in width, such as an off-set, reveal or projecting rib.

## E. Doors and Entrances

1. Number of entrances required:
  - a. Each principal commercial building greater than 50,000 square feet (gross floor area) shall provide a minimum of two (2) customer entrances.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

- b. Principal commercial buildings, less than 50,000 square feet (gross floor area) shall provide more than one customer entrance on sides of the building that face an abutting public street.
  - c. Where additional stores will be located in a primary building, each store shall have an exterior customer entrance which shall comply with the prominent entrance requirement as noted within this section of the ordinance.
2. Prominent entrances required: Each primary building on site, regardless of size, shall have a clearly defined and highly visible customer entrance featuring a minimum of three (3) of the following features:
- a. Canopies or porticos;
  - b. Overhangs;
  - c. Recesses / projections;
  - d. Arcades;
  - e. Raised corniced parapets over the door;
  - f. Peaked roof forms;
  - g. Arches;
  - h. Outdoor patios;
  - i. Display windows;
  - j. Architectural detail such as tile work and moldings integrated into the building structure and design; or
  - k. Integral planters or wing walls that incorporate landscaped areas and / or places for sitting.

The utilized features should be architecturally compatible with the style, materials, colors and details of such building.



Figure 18: Examples of entrances defined left to right by awnings, recessed doorways and arcades, respectively

3. Recessed doorways shall be provided in order to help in store identification and pedestrian safety by providing a clear and safe area for out-swinging doors.
4. All recessed doorway areas shall be adequately lit from sunset to sunrise and maintained to illuminate the entire recessed areas.

## F. Windows

1. All windows shall maintain the architectural character of the building and shall be compatible in terms of the style, materials, colors and building details.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Source: Barnegat Township Commercial Design Plan, October 12, 2007

Figure 19: Examples of windows inspired by classical architectural styles

2. All windows shall have an interior locking or securing mechanism.
3. Storefront doors and windows shall not be permanently blocked off.



Figure 20: Example of a desirable storefront display window with visibility of the interior



Figure 20: Example of an undesirable storefront display window concealing interior

4. The street level façade of storefront displays consisting of clear glazing shall be a minimum 50 percent clear, non-reflective glass, to allow view of the tenant space from the street and facilitate interior light spillage on to the streets. Such windows shall be between three feet and eight feet above the walkway grade and shall occupy a minimum of 60 percent of the horizontal length of the building façade. Exterior reflective glass is prohibited.

# DESIGN STANDARDS FOR COMMERCIAL ZONES



Figure 21: Example of upper story windows vertically aligned and proportioned with the distinct character of the ground story windows

5. Windows should be recessed and should include visually prominent sills, shutters or other forms of framing.
6. Upper floor facades facing the street should feature between 15 percent and 40 percent non-reflective glass. Windows should be double-hung or casement type. A building designed with the architectural style containing windows with muntins or divided lights shall incorporate such windows in lieu of casement type or other inappropriate window types.
7. Upper story windows shall be vertically aligned with the location of ground story doors and windows.
8. Windows shall be vertically proportioned, wherever possible.

## G. Roofs

The roofline shall be articulated and consistent with the Township's architectural traditions and shall be related to the character of the surrounding buildings and in accordance with the following:

1. Flat roof shall not be permitted on buildings 18 feet or less. Neither faux mansard roofs nor mansard roofs shall be permitted on single-story structures.



Figure 22: Example of a well articulated flat roof on a single story building.



Figure 23: Example of a faux mansard roof that is undesirable

2. Any roof style such as hip, gambrel, mansard, colonial, flat or another roof style is permitted as long as the roof pitch is appropriate to the architectural style of the building. Architectural embellishments that add visual interest to roofs, such as dormers, belvederes, masonry chimneys, clock

# DESIGN STANDARDS FOR COMMERCIAL ZONES

towers and such similar elements shall be permitted provided that they are architecturally compatible with the style, materials, colors and details of the building.

3. For pitched roofs, the minimum permitted roof pitch should be 8/12 and the maximum roof pitch should be 12/12. All gables on a building should be of the same pitch unless otherwise permitted within this ordinance.
4. Roofs exceeding 75 feet in length shall provide roofline offsets to provide architectural interest and variety to the massing of a building and enliven the viewshed as opposed to a single, long roofline. The minimum height of a required roofline offset shall be ten feet.
5. All commercial buildings shall comply with the following standards:
  - a. All roof top equipment must be screened.
  - b. Parapets shall be provided on flat roofs to conceal rooftop equipment such as HVAC units from the public view. The average height of such parapets shall not exceed 15 percent of the height of the supporting wall and such parapets shall not at any point exceed one third (1/3) of the height of the supporting wall. Such parapets shall feature three dimensional cornice treatments;
  - c. Roofs shall have no less than two (2) of the following features:
    - i. Overhanging eaves, extending no less than three feet past the supporting walls;
    - ii. Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to one foot of vertical rise for every three feet of horizontal run

and less than or equal to one foot of vertical rise for every one foot of horizontal run; or

- iii. Three or more roof slope planes.

## H. Façade Lighting

This section sets forth the standards for lighting to illuminate facades, entrances and signage and provide personal safety along with enhancing the aesthetic appeal of the buildings within Barnegat Township's commercial areas:

1. Colored lighting schemes shall not be permitted in order to achieve consistency and continuity in building lighting within the commercial zones.
2. Building and signage lighting shall be indirect with the source hidden from direct pedestrian and motorist view.
3. External façade lighting shall be decorative, such as shaded gooseneck lamps especially within the Town Center and Commercial Core areas.
4. Lighting at display windows and entrances shall be incandescent and shall be concealed from direct view.
5. No rotating, blinking, animated or flashing lights shall be permitted. Neon lights shall not be permitted.
6. Signage shall be externally illuminated.
7. Light sources such as color corrected metal halide, LED or fluorescent lamps shall be provided.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

## I. Awnings and Canopies

Awnings and canopies not only offer shelter but also complement buildings, identify locations of storefronts and provide location for signage and graphics.

1. Awnings are the fixed or retractable projections from the storefront bay and should be provided in accordance with the following standards:

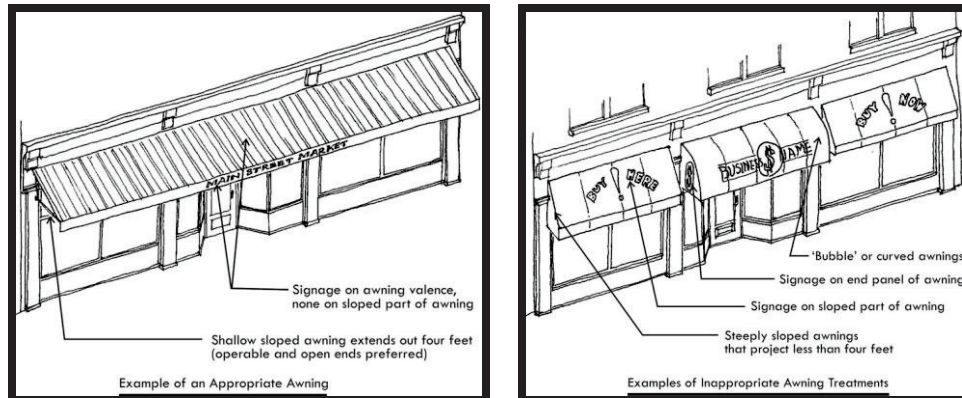


Figure 24: Examples of an appropriate and inappropriate awnings

(Images above prepared by Westfield Architects)

- a. Awnings located in each retail bay and use shall have a consistent design (profile, color and dimensions) for all awnings at a single building.
- b. Awnings shall fit the opening of each single bay fully and the base of the awning shall align with the bottom of the transom.
- c. Retractable and non-retractable awnings shall be permitted.
- d. Awnings shall provide a minimum clearance of eight feet and a projection of a minimum of three feet and a maximum of five feet from the building face.
- e. Awnings shall not obstruct architectural ornaments.
- f. Metal, vinyl or plastic awnings are not permitted. Translucent backlit awnings are not permitted.
- g. Awnings shall be of canvas, waterproof cloth or similar materials over frames and all materials must be able to withstand the weather conditions in Barnegat Township.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

**Good Design**



Retractable awning located below transom

**Bad Design**



Awning covering the entire face



Awning placed below sign board, colors enhancing the facade



Undesirable design

Figure 25: Examples of Awnings

2. Canopies are architectural features of a building that are used to demarcate an entrance to the building.



Figure 26: Canopy above a non-residential use

- a. Canopies shall be constructed of permanent elements such as stone, metal, wood or glass.
- b. A canopy shall fit the opening of the entrance, shall be of an appropriate scale and shall not obscure any architectural detail.

## V. SITE DESIGN STANDARDS

### A. Plazas and Landscaped Open Areas



Figure 27: Outdoor areas and seating provided in areas between buildings encourage pedestrian activity within the commercial development

1. Commercial development with multiple tenants shall provide common outdoor plaza areas.
2. Employee break areas and outdoor use areas including outdoor dining shall be as sheltered as possible from the noise and traffic of adjacent streets and other incompatible uses.
3. Outdoor amenities shall be compatible with the project architecture and shall be carefully considered as integral elements of the project.
4. Outdoor amenities shall be included and depicted on all Site Plans and Landscaping Plans.

5. Plazas and outdoor areas shall be designed and integrated into the project. These areas shall provide shade trees or shade structures and pedestrian amenities such as benches, fountains, landscaping and public art.
6. Exterior vending machines shall not be permitted.
7. The areas between buildings shall be planned and purposely designed instead of leaving arbitrarily left over spaces between buildings.

### B. Landscaping:

1. Landscaping shall be utilized to frame and soften structures, define site functions, enhance the quality of the environment; provide buffering between incompatible uses and screening undesirable views.
2. A combination of trees, shrubs and ground cover shall be incorporated into the landscape plans.
3. Landscaping shall be utilized for the following purposes:
  - a. Defining areas such as building entrances; key activity hubs; focal points and the street edge;
  - b. Four season screening of unattractive / unsightly services areas;
  - c. Serve as buffer between neighboring uses and between a residential and non-residential use.
4. Landscaping shall be provided at the base of the building where there is no entrance provided.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

5. At places, where there are no outdoor spaces such as plazas, pedestrian spaces or entrances, a landscape strip of at least 10 feet in width shall be provided between a building and parking/paved areas visible to the public.
6. Trees and shrubs shall be located and spaced to enable mature and long-term growth. The type selected should be such that root problems are minimized.
7. Flowering and fruit bearing trees shall be avoided in pedestrian parkways and ADA travel paths in order to maintain clear pathways.
8. Deciduous trees shall be included within a landscape plan to provide solar control during summer and winter, provide seasonal colors and other desired effects.
9. All landscape areas shall be provided with automatic irrigation systems to ensure survival of plant material and shall be designed to prevent overspray onto walkways, parking areas, buildings and fences. "Smart" irrigation systems that contain sensors or other mechanisms to prevent over watering during or immediately after rain events are strongly encouraged.
10. Inorganic ground cover such as gravel, bark or crushed rock shall be only used as an accent material; a maximum of 15 percent of the total landscape area shall consist of such materials and if used, the materials shall be used in combination with live plants.
11. Ground cover shall be used to provide the finishing treatment to landscape areas.

## C. Accessory Structures and Areas

1. Accessory buildings shall be architecturally compatible and shall be constructed of the same materials as the primary building(s).
2. Street facing overhead doors on garages are not permitted on lots served by an alley.
3. The cumulative length of all garage doors facing the street shall not exceed 50 percent of the total length of the street facing elevation unless architecturally justified.
4. Mechanical equipment, storage areas and trash storage should be screened and buffered from public view by the use of architectural enclosures and landscape buffers.
5. Loading and outdoor storage areas may be located between buildings if they are less than 40 feet apart or along the sides of buildings that do not have customer entrance and are not visible from the street or customer parking areas. In no case shall such storage areas abut a residential zone.
6. Outdoor storage areas, parking for trucks, trash collection or compaction loading or similar uses shall not be visible from abutting streets nor shall they be located within 20 feet of any public street, public sidewalk or internal pedestrian way.
7. Unenclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences. Materials, colors and design of screening walls and /or fences and the cover must

# DESIGN STANDARDS FOR COMMERCIAL ZONES

conform to those used on the building and should complement the principal use.

8. Trash enclosures of adequate capacity shall be provided to contain all the trash generated including recyclables.
9. The trash enclosures must be constructed of masonry on the three sides with the fourth side consisting of a gate constructed of a solid material. The colors and materials of the masonry portion of the enclosure shall match the principal buildings on site. The gate shall consist of vinyl chain link fence or pressure treated board-on-board lumber.
10. The trash enclosure must be situated on a concrete pad.

## D. Parking

1. Parking lots shall be designed to provide adequate but not excessive parking for customers and tenants.
2. Shared parking is permitted in accordance to the ratios and standards set forth within the Town Center ordinance.
3. Parking lots should be designed to provide off-street parking and loading areas to avoid conflicts with through-traffic, obstruction to pedestrian movement and street traffic.
4. Site Plans should eliminate unnecessary driveway entrances and driveways shall provide interconnectivity between adjacent properties and minimize impacts on the public right-of-way.

5. Entry point shall be emphasized by the provision of landscape median with four-season planting.
6. Large parking lots shall be divided into a series of interconnected smaller lots using raised landscaping strips, pedestrian paths accented with special paving and access drives.
7. A minimum of ten percent of a surface parking facility should be landscaped to include one (1) shade tree for every ten parking spaces. A minimum of 50 percent of the parking area should be shaded at tree maturity.
8. Parking areas containing six or more banks of parking stalls should provide pedestrian pathways within landscape islands to connect parking areas and building entries.
9. Landscaping within parking areas should be protected from encroaching vehicles by providing Belgian block curbing or raised planting areas.
10. A minimum of an 8-foot wide landscape planting area shall be provided at the end of each parking aisle.
11. All other pedestrian scale amenities shall be provided in and along pedestrian paths.
12. All parking and loading areas abutting residential zones and residential uses shall provide a landscape buffer with shrubs, trees and ground cover.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

## E. Circulation

### 1. Sidewalks:

- a. Sidewalks shall be designed to be part of a comprehensive system to access all parts of a site. The materials, patterns and finishes of all sidewalks within a public right-of-way shall match the overall site design palette.
- b. Sidewalks of minimum eight feet width shall be provided along all sides of the lot that abut a public street.
- c. Internal pedestrian walkways, a minimum of eight feet in width, shall be provided from the public sidewalk or right-of-way to the main customer entrance of all principal buildings on site.
- d. Sidewalk of minimum eight feet in width shall be provided along a building façade featuring customer entrances and abutting parking areas, and set at a minimum distance of six feet from the building façade. Unless arcades or entry ways are part of the façade, planting beds for foundation landscaping shall be provided within the six feet setback between the building and the sidewalk.
- e. Awnings, arcades or such similar weather protection features shall be provided on internal pedestrian walkways within 30 feet of all primary entrances.
- f. Internal pedestrian walkways shall be distinguished and identified through the use of pavers, bricks or scored concrete. Pedestrian crossing a main site drive aisle shall be delineated and distinguished by change in texture, color and paving material.

### 2. Vehicular Circulation:

- a. Service entrances and loading areas between adjacent buildings shall be consolidated and separated from walkways and pedestrian entrances.
- b. Shared parking in accordance with the ratios set forth within \_\_\_\_ of the Town Center Ordinance shall be implemented.
- c. Traffic Calming devices shall be implemented within the Town Center and Commercial Core areas. These devices shall include decorative crosswalks, curb bump outs, decorative sidewalks, street furniture, street signage, street trees and accent plantings. The specific standards are stipulated within the Streetscape guidelines.
- d. Curb cuts along State Highway 9 shall be minimized and shared access drives shall be provided within adjacent commercial establishments.
- e. Parking lots shall be predominantly located to the side yard, rear yard or within buildings and visibility from the street shall be limited. Not more than 15 percent of the total parking required shall be located to the front of the building.

## F. Site Lighting

1. All lighting shall be in compliance with Code 55A-131 of Barnegat Township Land Development Code and shall be in conformance with the standards set forth within this section of the ordinance.
2. All lighting shall be shielded to minimize glare upon the neighboring properties. The shield shall be painted to match the surface to which it is attached.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

3. Light fixtures shall be architecturally compatible with the building design.
4. All building entrances, parking lots and access, walkways and plazas shall be well-lit.
5. Light fixtures shall be sited, directed and / or shielded to prevent spot lighting, glare or light spillage beyond the property lines.
6. Wall washes, lighted roof panels and internally illuminated awnings are not permitted.
7. The height of the lamp poles shall be appropriate in scale for the building or complex and the surrounding areas; and where adjacent to residential uses the light poles shall not exceed 15 feet in height.
8. Security light fixtures shall not project above the fascia or roofline of the building and such fixtures shall not be substituted for parking lot or walkway lighting fixtures.
9. Low voltage and high efficiency lighting shall be used within the landscaped area.

## G. Signage

1. Signage shall be in compliance with Code Section 55A-141 of Barnegat Township Land Development Code and the standards set forth within this section of the Ordinance. In the event of conflict, the standards set forth within this section of the ordinance shall prevail for commercial sites .
2. Site identification signage shall identify businesses on site and shall be designed taking into consideration the architecture of the buildings in terms of color, form, materials and placement.
3. The graphics shall be appropriate, respectful, attractive, as well as informative. The signs should be understated and should enhance the appearance of the Township of Barnegat.
4. Signs shall be externally illuminated, using incandescent spotlights, gooseneck lights or fluorescent strip luminaries. Backlit or internally lit signs are not permitted. Unshielded spotlights, neon, moving and flashing signs are prohibited.
5. Roof mounted signs are prohibited. Outdoor advertising signs, billboards, non-accessory signs are prohibited.
6. In large commercial development and multiple office uses, it is impossible to list all possible destinations at any given decision point. Therefore, priorities must be established to provide information to those destinations with the highest use by visitors.
7. Sign Design
  - a. Signs in the Town Center area shall exhibit quality in design, materials and construction.
  - b. Sign colors should be coordinated with the building façade.
  - c. Wild, garish colors i.e. day-glow should be avoided.
  - d. Freestanding signs shall not be permitted in the Town Center and Commercial Core areas. Signs shall be of the monument type with colors and materials to complement the architecture on site. Such mo-

# DESIGN STANDARDS FOR COMMERCIAL ZONES

numents shall not exceed a total of six feet in height and shall not exceed an area of 80 square feet.



Projection Sign



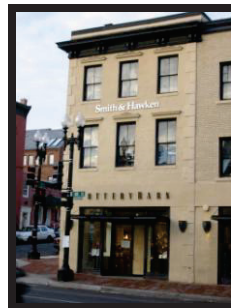
Transom Sign



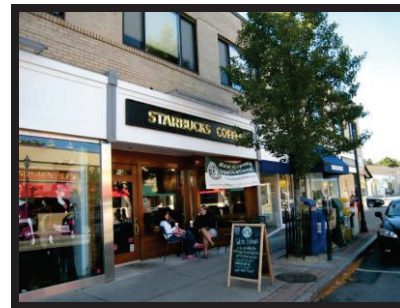
Projection Sign



Sign on awning



Double sign separating floors



Sign on sign band; temporary sandwich sign

Figure 28: Examples of Desirable Signage

## VI. DEFINITIONS

**Accessory Dwelling:** A year-round housing unit with cooking facilities, sanitary facilities, and an independent means of access. A detached subordinate structure located on the same lot as the principal structure and the use of which is incidental to that of the principal structure.

**Arcade:** An area contiguous to a street or plaza that is open and unobstructed and that is accessible to the public at all times. Arcades may include building columns, landscaping, statuary and fountains. Arcades do not include off street loading/unloading areas, drive-ways or parking areas.

**Awning:** A sheet of canvas or other waterproof material, as specified within Barnegat Township's Land Development Code, stretched on a frame and used to keep the sun or rain off a storefront, window, doorway, or deck.

**Belvedere:** A roofed structure, especially a small pavilion or tower on top of a building, situated so as to command a wide view.

**Buffer:** An area within a property or site, generally adjacent to and parallel with the property line, either consisting of existing natural vegetation or created by the use of trees, shrubs, berms, and/or fences, and designed to limit views and sounds from the development tract to adjacent properties and vice versa.

**Building Envelope:** The area within which a building can be sited. The building need not fill the envelope area, but must be placed anywhere within the envelope area.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

**Building Scale:** The relationship between the mass of a building and its surroundings, including the width of street, open space and mass of surrounding buildings. Mass is determined by the three-dimensional bulk of a structure: height, width and depth.

**Build-to-Line:** Build-to line means a line with which the exterior wall of a building in a development is required to coincide. Minor deviations from the build-to line for such architectural features as weather protection, recesses, niches, ornamental projections, entrance bays, or other articulations of the facade are permitted, unless otherwise explicitly mentioned as not permitted within other sections of Barnegat Township Land Development Code.

**Canopy:** A roof-like projection or shelter over a building entrance to provide definition and character.

**Common Open Space:** A parcel or parcels, of land, an area of water, or a combination of land and water, including floodplain and wetland areas within a development site designed and intended for the use and enjoyment of residents of the development and, where designated, the community at large. The area of parking facilities serving the activities in the common open space may be included in the required area computations.

**Cornice:** A continuous, projecting horizontal element that provides the transition between building wall and roof or between storefront and upper stories.

**Cupola:** A small roof tower, usually rising from the roof ridge.

**Dormer:** A projecting vertical structure on the side of a roof that provides light and headroom to the interior space.

**Duplex Unit:** A dwelling on a single lot containing two dwelling units, each of which is totally separated from the other by a common, vertical, unpierced wall extending from ground to roof, or an unpierced ceiling and floor extending from exterior wall to exterior wall, except for a common stairwell exterior to both dwelling units.

**Eave:** The projecting overhang at the lower edge of a roof.

**Elevation:** An exterior façade of a structure or its head-on view, or a representation drawn with no vanishing point and used primarily for construction.

**Encroachment:** The area where building elements exist outside the limits of the defined building envelope.

**Façade:** The portion of any elevation on the exterior of the building extending from grade to the top of the parapet, wall or eaves and extending the entire length of the building.

**Fascia:** A type of roof trim which is commonly used on houses. It is mounted on the exposed ends of rafters or the top of exterior walls to create a layer between the edge of the roof and the outside.

**Fenestration:** The placement and rhythm of window or other openings on a building's façade.

**Front Yard:** The area between the front property line and the front façade of a building.

**Front setback:** An alignment, which dictates the front yard primary façade setback from a street or public right-of-way, to be followed by buildings or structures fronting thereon. The build-to line does not apply to building projections or recesses.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

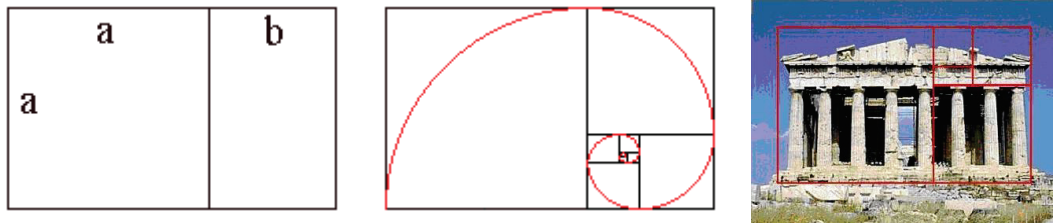
**Gable:** The part of the end wall of a building between the eaves and pitched or gambrel roof.

**Gable roof:** A pitched roof with one downward slope on either side of a central, horizontal ridge.

**Gateway:** A principal point of entrance into a neighborhood or development.

**Gateway Building:** A building located at a gateway that dramatically marks the entrance or transition through massing, extended height, use of arches or colonnades, or other distinguishing features.

**Golden Rectangle:** In a golden rectangle, the smaller rectangle is the same shape as the larger rectangle, in other words, their sides are proportional. The proportions give us:  $a/b = (a+b)/a$  as depicted in the below figure. This rectangular proportion is considered to be most visually appealing and harmonizing and were unconsciously used in Greek architecture.



Source: Image of the Parthenon was obtained from <http://goldenratio.wikidot.com/architecture>

**Half Story:** An uninhabitable attic space that, because of the slope of the roof, has less square footage than other levels within the same building.

**Hip Roof:** A roof having sloping ends as well as sloping sides, without gables.

**Human Scale:** The relationship between the dimensions of a building, structure, street, open space, or streetscape element and the average dimensions of the human body.

**Lintel:** A horizontal beam over an opening in a masonry wall that can be either structural or decorative.

**Mansard Roof:** A roof with two slopes on each side, the lower of which is very steep.

**Masonry:** Wall building material, such as brick or stone, which is laid up in small units.

**Maintain:** Cause and/or enable a desired condition to continue.

**Parapet:** A low horizontal wall at the edge of a roof.

**Parkway:** A planting area located within the public right-of-way, typically located between the curb and the sidewalk, and planted with ground cover and trees.

**Pedestrian Way:** A right-of-way publicly or privately owned, intended for human movement by walking.

**Pilaster:** A column partially embedded in a wall, usually non-structural.

**Pitch:** The angle or slope of a roof or berm.

# DESIGN STANDARDS FOR COMMERCIAL ZONES

**Plaza:** An open space that may be improved and landscaped; usually surrounded by streets and buildings.

**Portico:** An open-sided structure attached to a building sheltering an entrance or serving as a semi-enclosed space, a columned porch.

**Proportion:** The relationship or ratio between two dimensions (e.g. width of street to height of building wall, or width of window to height of window).

**Public Sidewalk:** A paved path provided for pedestrian use and usually located at the side of a road within a right-of-way.

**Right-of-Way (R.O.W.):** The publicly owned land that makes up a street and sidewalk including everything up to the front property line of lots fronting on a given street.

**Rhythm:** The effect obtained through repetition of architectural elements such as building footprints, height, rooflines or side yard setbacks, or streetscape elements such as decorative lampposts, or of natural elements such as street trees.

**Sidewalk Display:** The outdoor display of merchandise for sale by a commercial establishment. The displayed merchandise must be similar to the merchandise sold within the establishment.

**Sign, Icon:** A sign that illustrates, by its shape and graphics, the nature of the business conducted within.

**Sign Fascia:** The vertical surface of a lintel over a storefront that is suitable for sign attachment.

**Signable Area:** The area or areas on a commercial building façade where signs may be placed without disrupting façade composition. The signable area will often include panels at the top of the shop windows, transoms over storefront doors and windows, sign boards on fascias, and areas between the top of the storefront and the sills of second story windows.

**Story:** That portion of a building included between the surface of any floor and the surface of the next floor above it. If there is no floor above it, then the space between the floor and the ceiling next above it. The interior of the roof shall not be considered a ceiling. A half story is the area under a pitched roof at the top of the building, the floor of which is at least four feet but no more than six feet below the plate supporting the rafter ends. In residential buildings, if the ceiling height of the attic is less than seven feet and is not for human occupancy then it will not be considered a separate story. In the case of warehouse/storage areas within non-residential zones, warehouse storage mezzanine surface area shall not be considered as part of the gross floor area, if it is used for storage purposes.

**Transom:** A horizontal window above a door or window, usually rectangular in shape although an arched fanlight is also a form of transom.

**Tree Planting Area:** Designated area along the streetscape, between the curb and the pedestrian walkway utilized for tree plantings.

**Visual Termination:** A point, surface, building or structure terminating a vista or view, often at the end of a straight street or coinciding with a bend.

M:\Eatontown\Old-Jobs\206351450003\Reports\Pln-Reports\Design Standards\Commercial Design Standards\Commercial Design Standards\_September 2012.doc

