



MAPLEWOOD VILLAGE ALLIANCE

An  
Introduction  
to the

# Design Standards for Maplewood Village



AN INTRODUCTION TO THE

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An Introduction to the Standards

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The Township of Maplewood  
Design Standards for Maplewood Village

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## DESIGN STANDARDS FOR MAPLEWOOD VILLAGE

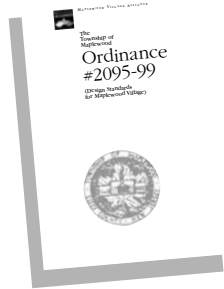


### **About the Standards**

In July of 1999, the Township of Maplewood adopted design standards for Maplewood Village. These standards apply only to properties located within the Maplewood Village Special Improvement District. If you are planning on making even small changes to your storefront or property, your project will need to be approved by the Alliance before you begin work to make sure that it conforms with these standards. If you are wondering if your property is included in the District, contact the Township of Maplewood Tax Assessor's Office at 973-762-8120 or the Maplewood Village Alliance at 973-762-4556.



**Documents  
and  
Information**



The term “design standards” for Maplewood Village, includes the requirements of a new township ordinance and existing codes as they pertain to any physical changes made to a property or structure including, but not limited to, the following: site work; new construction; additions; alterations; exterior restorations; cleaning; lighting; new or replacement signage; painting; street furniture and landscaping.

The design standards are recorded in Township ordinance #2095-99 (“the Ordinance”). A copy of the ordinance that enacts the design standards is included at the back of this booklet. The ordinance consists of additions to and revisions of the existing zoning ordinance and property maintenance codes, which remain in effect where the standards are silent.

Information on permits, the existing zoning ordinance and township codes are available from the Township of Maplewood Building Department at the Maplewood Municipal Building (973-762-8120). For additional information on the design standards and design review process, please contact the Maplewood Village Alliance at 973-762-4556.

**Philosophy  
and Purpose**

The Village is an intimate, charming, tightly defined, pedestrian oriented business district. Part of what makes the Village attractive and unique is the variety of architectural styles represented among its commercial buildings, including modern, Colonial Revival, Tudor, Arts and Crafts, Art Moderne and Spanish Revival. Although the buildings draw on different architectural traditions, they create a unified and harmonious streetscape through consistent massing, height, roof lines and the use of natural materials.

One of the standards’ primary goals is encourage the preservation and enhancement the original architecture of Maplewood Village and the feel of the area as



*An example of “architectural integrity” – storefront elements are in scale and respectful of the original architecture.*

a “village.” To accomplish this goal, the design standards require a review process for all proposed “work” (see Definitions section of the ordinance) in the District.

The standards do not dictate any particular style for buildings in the Village. Rather, they are intended to maintain the “architectural integrity” (see Definitions section of the ordinance) of each building and the coherent nature of the District. For example, changes to a 1920’s Colonial Revival building must be

“visually compatible” (see “Definitions” section of the ordinance) with a building of that period and not introduce motifs or design elements out of character with the original structure. Adding Victorian style lighting or signage to a building of this period, for example, would not be acceptable.

The standards affect only building exteriors and

do not control interior spaces (except for window display areas which are on public view). The design standards are meant to be flexible enough to allow business owners to be creative and design storefronts that market their establishments effectively. At the same time, they will help to avoid poor quality design decisions that detract from the appearance of the Village. The design standards also provide an objective basis by which to evaluate projects that come up for review. Through compliance with



*An example that lacks “architectural integrity” – elements clash and compete for attention, disregarding the underlying architecture*

the design standards, renovation, repair and new construction projects will enhance the economic success of the Village by making it a more inviting place for shoppers and new businesses.

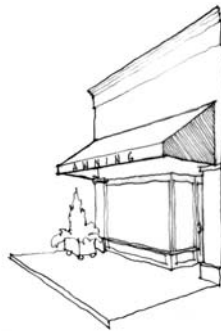
**Highlights**

Here are some highlights of the new standards, but please read the attached ordinance to understand their requirements fully:

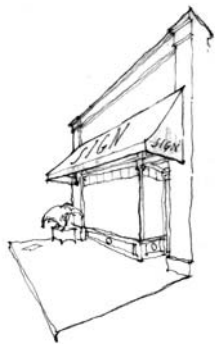
**New construction** is required to employ materials found in buildings throughout the District, such as wood, stucco and brick.

**Repairs and renovations** are required to retain and restore existing building materials wherever possible.

All **awnings** must be covered with canvass. No vinyl or metal awnings are allowed. No waterfall shaped awnings are allowed. If an exterior sign is used in combination with an awning, lettering is allowed only on the valence portion of the awning, and may not be higher than 4.5”.



*Preferred Awning Style*



*Awning surface graphics will be evaluated as permanent exterior signs.*



*If an exterior sign is used in combination with an awning, lettering is allowed only on the valence portion of the awning.*

## Highlights



*Exterior Sign Limits*

**Exterior signs** are permitted to be mounted in the sign fascia only. They cannot be more than 1.5 feet high or occupy more than 75% of the linear footage of the sign fascia.

Day glow **colors** are prohibited. Color schemes that harmonize with building materials are encouraged.

Formerly prohibited, **projecting signs** are now allowed below the second story.



*Projecting Signs allowed*

There are special requirements for "A-Frame" type signs that are placed on the sidewalk.

Not more than 25% of a window can be covered with either temporary and/or permanent **window signage**. All temporary signs must be removed within 2 days after the event or sale they advertise and they cannot be posted for more than 30 days. All non-professionally manufactured signs are considered temporary signs.



*Not more than 25% of a window can be covered.*

Establishments may display a **neon** exterior sign or window sign but not both. Neon window signs are not permitted above the ground floor. Only one neon window sign is permitted on each frontage. Neon is not permitted to outline windows or other building features.

To keep the Village bright and secure, **interior storefront display lighting** must remain on from dark until 12:00am.

**When do  
the standards  
apply?**

The design standards apply to all work done within the District. This includes all renovations, new construction and repairs such as painting, replacing or installing a new sign or awning, putting up a banner, installing permanent window graphics, making changes to doors or windows, installing fencing, landscaping or street furniture.

**All such work must be reviewed and approved by the Alliance before a building permit is issued or work is begun. WORK WITHIN THE DISTRICT THAT REQUIRES NO BUILDING PERMIT OR APPROVAL BY THE PLANNING BOARD OR ZONING BOARD OF ADJUSTMENT MUST STILL BE APPROVED BY THE ALLIANCE.**

**Grandfathering**

Any existing condition that does not comply with the new design standards is grandfathered. Such non-conforming conditions need only be brought into compliance when work, including repair work, is performed on that area. For example, if you have a “waterfall” shaped awning that was in place before the standards were adopted it is no longer allowed in the District. But, you will not have to correct this situation until you repair or replace the awning. If no such work is undertaken on the awning, and it is in good repair, it can remain.

**The Review  
Process**

The Alliance reviews proposed work for compliance with the new design standards only. **All work performed within the District must receive the prior approval of the Alliance, even if it does not require a building permit.**

The Alliance's review process is designed specifically to run concurrently with the existing review processes of the Building Department and Planning Board or Zoning Board of Adjustment, so as not to delay the project approvals process. The Alliance's review process should take no longer than two weeks— one week for you to submit your application for review prior to the meeting of the Alliance Design Review Board and one week between this presentation and final approval by the Alliance's Board of Directors.

If your project requires a building permit, it can be reviewed by the Building Department for compliance with township codes and zoning requirements during the Alliance review period. **Your project must be approved by the Alliance before a permit is issued.**

Some projects, such as those that involve a variance or require site plan approval, need review and approval by the Planning Board or Zoning Board of Adjustment in addition to review by the Building Department and the Alliance. If your project requires approval by the Planning Board or Zoning Board of Adjustment, the Building Department will refer your application to the appropriate board for consideration. Review by one of these boards can run concurrently with the Alliance's review. If Planning Board/Zoning Board of Adjustment review is required of your project, it must be approved by one of these boards and the Alliance before a building permit is issued.

**The Review  
Process**  
(continued)

**If you are planning to do work on your store-  
front or building, you should follow these steps:**

1. Contact the Township of Maplewood Building Department (973-762-8120). Find out if your project requires a building permit or review by the Planning Board or Zoning Board of Approval. If not, you need only have your proposed project reviewed and approved by the Alliance.

2. Get your application for Design Review by the Alliance from the Building Department or the Alliance (973-762-4556). (A sample application is shown on page *xi* for your reference.) Complete your application for design review and return it to the Alliance no later than one week before the regularly scheduled Design Review Board meeting. The Design Review Board meets on the first Wednesday of each month. *In order to expedite the review process, applicants are encouraged to discuss their plans with the Alliance prior to submitting an application.*

3. Contact the Alliance to schedule yourself for a brief presentation of your project at that meeting. The Design Review Board will either tentatively approve your project, tentatively approve it with certain changes or decide not to recommend your proposal to the Board of Directors for approval.

4. The Alliance Board of Directors will vote to approve or reject the recommendation of the Design Review Board at its regularly scheduled board meeting on the second Wednesday of each month. This constitutes the approval or rejection of your project by the Alliance. If your project is not approved, the Alliance will provide you with a written denial setting forth the specifics forming the basis of the denial.

*(steps continue...)*

5. If your project is approved by the Alliance's Board of Directors, the Building Department will be notified promptly. If your project is rejected you can re-apply for review or appeal the decision to the Planning Board within 20 days of receipt of your written denial.

6. *If your project does require a building permit*, obtain your application for a building permit from the Building Department. Depending on your time frame, you can submit your application for a building permit at the same time you submit your application for review by the Alliance or wait for approval by the Alliance first. Projects that involve both interior and exterior work may be able to receive partial permits for interior work prior to review by the Alliance. It takes a maximum of twenty business days for a permit to be issued. Once you have approval by the Alliance, it is likely that your permit will be issued much faster than that, perhaps on the spot or in a day or two, depending on the type of work you intend to do.

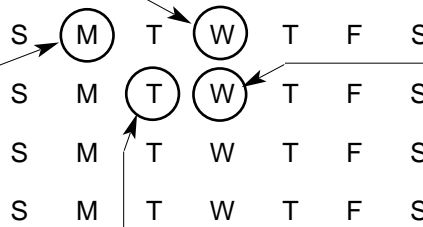
7. *If your project requires review by the Zoning Board of Adjustment or Planning Board*, the Building Department will refer you to the appropriate board. Each board has its own application. The Planning Board needs a completed application from you 30 days prior to its regularly scheduled meeting. The Planning Board meets on the second Tuesday of each month. The Zoning Board of Adjustment needs a completed application from you 10-30 days before its regularly scheduled meeting. The Zoning Board of Adjustment meets on the first Monday of each month.

AN INTRODUCTION TO THE

*Remember:*

*The Design Review Board of the Alliance meets on the first Wednesday of every month.*

*The Board of Directors of the Alliance meets to vote on the recommendation of the review board on the second Wednesday of every month.*



*The Planning Board meets on second Tuesday of every month.*

*The Zoning Board of Adjustment meets on the first Monday of every month.*

*It takes a maximum of 20 days for a building permit to be issued.*

Please note:

*(When preparing your Design Review Application)  
In order to review your project, the Alliance needs sufficient information to understand what your finished project will look like.*

**Sample Design Review Application** This is a (half-size) sample of the Design Review Application. Get your application from the Building Department or the Alliance (973-762-4556).



Maplewood Village Alliance

P.O. Box 1360  
Maplewood  
New Jersey 07040  
973 762 4556

## Design Review Application

Applicants Name:	Signature:	Date:
Business Name:		
Business Address:		
Business Phone:	Other Phone:	
Application for: <input type="checkbox"/> Outside Sign <input type="checkbox"/> Awning <input type="checkbox"/> Outside Paint <input type="checkbox"/> Permanent Window Graphics		
<input type="checkbox"/> Facade Improvements <input type="checkbox"/> Other (please describe):		

**Note:** Please refer to the checklist(s) below in preparing your application. Applications will not be processed if incomplete.

- Signage, Awning, and Facade Improvements:**
- Drawing of building and sign/awning placement (line drawing, sketch or rendering drawn to scale)
  - Building facade length (in feet)
  - Building facade height (in feet)
  - Drawing of sign/awning, drawn to scale
  - Lighting locations/plans
  - Indication of material specifications (canvas, wood, aluminum, etc.)
  - Indication of all proposed lettering and graphics, including typeface(s) and typesize(s)
  - Photograph showing your building
  - Photograph showing adjacent buildings
  - Material samples
  - Swatch and/or paint color chips, awning material samples

- Painting:**
- Photograph showing your building and your painting plans (identify paint colors for trim, siding, etc.)
  - Photograph showing adjacent buildings
  - Material samples (swatch and/or paint color chips)

- Window Lettering or Signage:**
- Drawing of building and window signage placement (line drawing, sketch or rendering drawn to scale)
  - Indication of already existing signage
  - Window dimensions (length and height)
  - Placement of proposed sign or lettering on window, including proposed lettering and graphics
  - Material specifications (Vinyl, paint, etc.)
  - Photograph showing your building
  - Photograph showing the window area on which you propose new signage
  - Material samples
  - Swatch and/or paint color chips

**Please return completed application and required materials to:**  
Maplewood Village Alliance, P.O. Box 1360, Maplewood, NJ, 07040.  
Application must be received at least 7 days prior to the Design Review Board meeting.

**For Design Review Board use only:**

Date of Receipt:	Date of Design Review:	Date of Action:
Action: <input type="checkbox"/> Application approved as presented.		
<input type="checkbox"/> Application denied as presented.		
<input type="checkbox"/> Application approved, subject to modifications (specify on additional sheet)		Signature: _____





MAPLEWOOD VILLAGE ALLIANCE

The  
Township of  
Maplewood

# Ordinance #2095-99

(Design Standards  
for Maplewood Village)



Except as otherwise set forth herein, all provisions of the Zoning and Development Regulations of the Township of Maplewood and the Code of the Township of Maplewood shall govern.

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**A. DEFINITIONS**

*Architectural Feature/Element:*

Those portions of a building or structure that account for its unique style and character, including roof line, entrances, fenestration and decorative details, such as cornices, brackets, balustrades, friezes, moldings, pilasters, sills, lintels, etc.

*Architectural Integrity*

An appearance which retains the architectural features/elements of a building and conforms to the requirements for visual compatibility, massing, proportion and scale, proportion of facades, character of facades and proportion of openings.

*Building Scale*

The relationship of a particular building, in terms of building mass, to other area buildings.

*Building Mass*

The three dimensional bulk of a structure: height; width and depth.

*Building Proportion*

The width to height relationship of one building part to another building part or of one building to another.

*Facade*

Any exterior building face or wall.

*Permanent window graphic*

Any sign made of a material other than paper or cardboard that is visible from the window area, or that is applied or adhered directly to the window glazing or etched into that glazing.

*Planning Board*

The Township of Maplewood Planning Board.

*Principal Facade*

The facade(s) of a building that front on major streets or which are intended to contain the primary entrance to a building.

*Public Nuisance*

In addition to the items set forth in PM 302.0, public nuisance shall include any structure that is in a state of dilapidation, deterioration or decay; faulty construction; overcrowded; open, vacant, partially or completely deliberately unrented or unused, or aban-

doned; damaged by fire to the extent so as not to provide shelter; in danger of collapse or failure; and dangerous to anyone on or near the premises.

*Sign Fascia*

The natural frame created by a building's architectural elements to accommodate a sign without obscuring any doors, windows, transoms, entrances or decorative detail. (See Fig. 1)

*Street Furniture*

Functional elements of the streetscape, including, but not limited to: curbs; benches; phone booths and other phone installations; lighting fixtures; trash receptacles and benches.

*Streetscape*

The individual natural and man made elements that constitute the physical make-up of a street and that, as a group, define its character.

*Temporary window graphic*

Any sign visible from the window display area or adhered to window or door glazing other than permanent window graphics, including: community flyers; signs advertising a sale or promotion; or any other non-professionally manufactured sign. All paper and cardboard signs are considered to be temporary window graphics. No temporary graphics may be adhered to the exterior of a building.

*Visual Compatibility*

The design of buildings which is sufficiently consistent in scale or character and/or siting with other buildings or man made or natural elements in the area, so as to avoid abrupt and/or severe differences. The repair, alteration or renovation of a building in a manner in which such work is consistent with the existing architectural features of a building, its scale, mass, proportions, materials and colors.

*Village Alliance*

The Maplewood Village Special Improvement District, Inc.

*Work*

Any physical change made to the exterior of a property or structure to increase its value and utility, or to enhance its appearance including, but not limited to, the following: site work; new construction; additions; alterations; exterior restorations; cleaning; lighting; new or replacement signage; painting; street furniture and landscaping.

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**B. DESIGN STANDARDS**

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**1. Style**                    There are no specific "style" requirements for buildings in the District. All work performed within the District shall be visually compatible with the existing buildings in the District and must not compromise the architectural integrity of the building upon which the work is being performed.

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**2. Materials**                New construction or additions shall employ materials used in existing structures throughout the District in order to maintain visual compatibility. Such materials include, but are not limited to: wood siding; brick; stucco; stone; painted and non reflective metals; glass; aluminum; wrought iron; matte finish ceramic; slate and terra cotta.

In doing repairs or renovations, original materials shall be retained and restored wherever possible. If original materials need to be replaced, they should be replaced with materials of the same design and substance.

Covering existing building materials with secondary materials for cosmetic or other reasons is prohibited.

Materials that simulate or imitate other materials are not permitted except in unusual circumstances.

Reflective materials are not permitted.

The original finish of masonry facades must be maintained. Masonry that was originally unpainted shall remain so.

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**3. Colors**                    Colors shall be visually compatible with that of the materials of the building and adjacent buildings. Original colors on old buildings are preferred where information exists on them.

All "day-glow" colors are prohibited within the District.

Suggested guidelines for paint color placement:

- |                     |   |
|---------------------|---|
| Store windows:      | match trim color  |
| Shutters:           | door color or other dark color which compliments wall color |
| Iron work:          | black or other dark color                                   |
| Cornices:           | if wood or metal match trim color                           |
| Dormer windows:     | match window color  |
| Gutters/downspouts: | bronze, green or other dark colors or match trim color      |

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**B. DESIGN STANDARDS**

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**3. Colors**  
(continued)

Utility equipment: such as permanent (non window) air conditioning units, including roof top air conditioning units visible from the street, fire escapes and other equipment shall be painted so as to be unobtrusive (i.e., they should match the wall color of the building or be painted dark or gray)

Security gates: match door or window color

Sign panels: field color should be compatible with the color of the surface to which the sign is attached

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**4. Buildings**

- a) New Construction and Additions
- New construction within the District shall be visually compatible with other structures in the District and shall be constructed of the same, similar or complimentary materials.
- Additions to existing buildings shall be visually compatible with adjacent structures. Additions shall incorporate elements of the original facade into their design.
- b) Repairs and Restorations of Existing Buildings
- All such work shall preserve the architectural integrity of the existing building. Original building materials and details should be retained and restored in like material and form. When it becomes necessary to introduce new features, they should be visually compatible with the existing features.
- If an earlier "improvement" to the original structure was not done in a way that respects the architectural integrity of the building or does not maintain visual compatibility with adjacent structures, the incompatible improvement shall be reversed and corrected when alterations/repairs to that component are undertaken.
- c) Massing
- The building and its parts shall appear to be balanced and the mass of a façade shall not interrupt the continuity of the appearance of the street. Buildings in the District should be broken down into segments having vertical orientation (bays).
- d) Proportion and Scale
- Buildings shall be in proportion to and of a similar scale to existing buildings in the District.
- e) Set Backs
- New construction and additions shall maintain the alignment of principal facades at the sidewalk edge, or uniform setback lines of buildings on a block. (See Fig. 2)

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**B. DESIGN STANDARDS**

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**4. Buildings**

(continued)

- |                           |   |
|---------------------------|---|
| f) Roofs                  | Buildings in the District must have roof lines the same as or similar to those found on adjacent buildings. Roofs must be less dominant than walls in the building's total design.  |
| g) Proportion of Facades  | The relationship of the width to the height of the front elevation and its elements shall be visually compatible with that of adjacent buildings.   |
| h) Character of Facades   | Buildings with expansive blank exterior walls not punctuated by window and door openings, horizontal decorative elements or vertical bays are not allowed in the District.  |
| i) Proportion of Openings | The relationship of the width to the height of window proportions on the front elevation shall be visually compatible with surrounding buildings. Window openings should create bays within the principal facade. Buildings with continuous bands of horizontal windows and/or storefront are prohibited. (See Fig. 3)  |
| j) Windows and Doors      | New buildings or additions must maintain a distinction between upper and lower floor windows--the first floor shall be primarily transparent whereas the upper floor windows' openings shall be smaller.  |
| 1.                        | Replacement Windows: Replacement windows and doors must be of the same, size, shape, style, material and construction as the original windows and doors (includes display windows.)   |
| 2.                        | Filler Strips: Decorative panels or filler strips that reduce the size of original window and door sash openings to accommodate standard size replacements are prohibited.  |
| 3.                        | Display windows and window display areas: All windows exposed to public view shall be kept clean and free of marks and foreign substances. Except when necessary in the course of changing displays, no storage of materials, stock or inventory shall be permitted in window display areas ordinarily exposed to public view. All screening of interiors shall be maintained in a clean and attractive manner and in a good state of repair. |
| k) Shutters               | When used, shutters must be the type that when closed fully cover the window openings. Non working (decorative) shutters are not permitted.   |

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**B. DESIGN STANDARDS**

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l) Electrical Wiring All electrical wiring shall be concealed rather than visible in exposed conduit wherever feasible.

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**5. Grandfathering** When new work on a grandfathered non-conforming component of a building requiring a permit is undertaken, such work voids the legality of the non-conforming component. In other words, if work is proposed on a non-conforming condition it must be corrected, but non conforming conditions on which no work is being performed may remain.

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**6. Demolition** Except in instances where the Uniform Construction Code requires the demolition of a fire damaged building, no building within the District shall be demolished without its owner demonstrating significant financial hardship and without having a proposed alternative for new construction (i.e., schematic plans drawn by a licensed architect or engineer) approved by the Design Review Board and the Planning Board with proof of project financing, i.e., lease agreements, loan agreements, mortgage commitments, etc.

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**7. Vacancy** Signage and window display areas on vacant storefronts must be maintained in the same good condition required of occupied properties. Property owners with storefronts vacant for more than sixty (60) days must install a decorative window display approved by the Alliance.

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**8. Signage & Graphics**

a) Window Graphics [See MZDR 27156 A. Note A] Temporary window graphics must be removed within two (2) days after the close of the sale or special event that they advertise and in no event may be displayed for more than thirty (30) days. Accordingly, all temporary window graphics must have a removal date indicated on their backside. Temporary window graphics may not occupy more than 25% of the total window area in which displayed.

Except for "For Rent" signs, any temporary sign or other advertising material shall be removed, within two (2) days after the expiration of the event, sale or special event, and in no event may be displayed for more than thirty (30) days, whichever shall have occurred sooner. "Grand Opening" signs may be displayed for no more than fourteen (14) days.

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**B. DESIGN STANDARDS**

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**8. Signage & Graphics**  
(continued)

[See MZDR 271-56 A. Note B] Permanent window graphics may not occupy more than twenty-five percent (25%) of the total area of the window in which displayed, including the windows of glazed doors.

b) Wall Graphics

1. [See MZDR 271-56.D.1] Wall graphics cannot be more than 1.5 ft high and cannot occupy more than 75% of the linear footage of the sign fascia.
2. [See MZDR 271 56 D. 2] Wall graphics are permitted within the sign fascia only.
3. Each establishment shall display a permanent wall graphic, window graphic or awning bearing the name of such establishment. Permanent window graphics may be substituted for such wall graphics where no sign fascia exists.
4. Permanent signs are permitted on solid doors as long as they do not exceed twenty-five percent (25%) of the total area of the door.

c) Projecting Signs

Projecting signs are permitted below the second story, provided that:

1. Projecting signs must be securely attached to the building by an ornamental bracket.
2. No projecting sign may have more than two (2) faces.
3. No projecting sign, including brackets, may project more than 30 inches from the building to which it is attached.
4. A projecting sign shall not be larger than five (5) square feet in area. Ornamental brackets are not included in this calculation.
5. Not more than one projecting sign is permitted for each entrance door.
6. The bottom of any projecting sign must be at least 7.5 feet above the ground level; its top may not extend higher than whichever of the following is the lowest: 25 feet above grade; the bottom of the sills of the first level of windows above the ground floor; or the top of an existing sign fascia band or panel.
7. Projecting signs may not be directly illuminated by neon or other light sources or illuminated from their interior.
8. Projecting signs may not be less than 1 inch nor more than 3 inches in thickness.

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**B. DESIGN STANDARDS**

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- d) Areas of Special Control [From MZDR 271-56.G.] [See MZDR 271 56.G. 5]  
The following graphics are also prohibited:
1. Flashing, "chasing", intermittent or changing color light including LED's, fiber optic signs, strobe lights, highway flashers or other "attention getting" optical displays for graphics.
  2. Temporary pennants and flags, and permanent pennants, banners, steamers, advertising flags, inflatable objects, twirlers and like objects. Temporary banners are allowed, but must be removed within two (2) days after the close of the sale or special event that they advertise and in no event may be displayed for more than thirty (30) days.
  3. Free standing menu boards, advertising signs and/or displays are prohibited except for portable A-frame type chalk boards in wood frames. A-frame signs are not to exceed 36" in height and 24" in width. Information conveyed may only be written in chalk and must change frequently. Marker boards and magnetic lettering are not acceptable.  
One A-frame sign is permitted per first floor tenant. A-frame signs may not be permanently affixed and must be taken in at the close of business hours each day. An A-frame sign must be placed at the entrance to the business displaying it and may not be placed outside the area represented by an extension of each side of the store displaying the sign. There must be a minimum of 4 feet of unobstructed paved surface for pedestrian traffic between the outside edge of the A-frame sign and the curb.
  4. Time and temperature displays.
- e) Auxiliary Elements
1. [See MZDR 271 I., 1] Awnings are permitted within the District. If used in combination with a permanent wall graphic, lettering on awnings may be no more than three (3) inches four and one half (4.5) inches in height and must be contained on the awning valance. Lettering on valances must be contained on one line.  
Awnings used without permanent wall graphics may have lettering or graphics applied to their sloped portions and or valances. Graphic areas on the sloped portion of the awning are not to exceed 25% of the area of the sloped portion of the awning. Lettering on valances must conform with the standard set forth in the previous paragraph.
    - a.
    - b.
    - c.

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**B. DESIGN STANDARDS**

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- e) Auxiliary Elements (continued)
- 1a. Style: Extended awnings shall be in the shape of a sloped flat plane. "Bubble" or "waterfall" shaped awnings are prohibited.
  - b. Materials: All awnings must be made of fabric. Vinyl and metal awnings are not permitted.
  - c. Colors: Colors shall conform to the general building color guidelines (see Section II. C.3 of this document).
  - d. Awning valances may be no more than nine (9) inches in height.
  - e. Other Characteristics: Internally illuminated awnings are not permitted.
  - f. Mounting: No awning shall conceal, damage or cause the removal of an architectural feature or element, such as doors, windows, friezes, belt coursing or other decorative elements, nor shall it extend more than five (5) feet from the building exterior. No awning shall extend less than 7.5 feet from the grade level of the sidewalk.
2. [See MZDR 271 56 I. 2] Temporary window graphics are not debited against the allowable graphic area for wall and ground graphics. The total area occupied by both Permanent and Temporary window graphics combined shall not exceed twenty five percent (25%) of the total area of the window or glazed door in which displayed.
3. [See MZDR 271 56. I. 3] "Indirect illumination," i.e., a light source not seen directly, is permitted. Internally illuminated or back lighted signs are not permitted except for theater marquees. Integral lighting is allowed for halo illuminated signs only.
4. [See MZDR 271-56.I.4] Floodlight illumination is permitted, provided that it employs guards and none of the light shines onto an adjoining property or in the eyes of motorists or pedestrians.
- f) Additional Provisions
- 1. **Mural Signs:** Painted directly on structures, accessory buildings, bridges, retaining walls, etc. are prohibited unless, in the opinion of the Village Alliance, such a sign has historical value. Mural signs are prohibited from the principal facade(s) of a building, i.e., the facade(s) fronting on the street. The bottom of any sign painted directly on a structure must be located at least 10 feet above ground level.

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**B. DESIGN STANDARDS**

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2. **Menu Boxes:** Must be attached to the building and must adhere to the placement and sign restrictions for wall graphics. Any illumination must be indirect and concealed from view at the sides of the box.
3. **Second Floor Occupancy Signs:** Neon or other illuminated signs are not permitted in second floor windows. Permanent wall graphics are not permitted for second story businesses. First floor directories listing second story businesses are permitted provided that they: contain no more than one sign per tenant; that lettering and signage for all tenants is uniform; that they are affixed in a designated area adjacent to the building entry; that the total signage panel does not exceed four (4) square feet. Second floor businesses are permitted only to display lettering and/or graphics in a related second floor window, subject to the size and area restrictions outlined above for permanent window graphics.
4. **Video Displays:** Exterior video displays are prohibited.
5. **Billboards:** All billboards are prohibited.
6. **Neon**
  - a. Neon signage displayed in the window area is considered a permanent window graphic. One neon window graphic is permitted on each frontage. Due to its special character neon graphics may not occupy more than 10% of the total area of the window in which it is displayed. Neon signs are not permitted in second story windows.
  - b. An establishment is permitted to have a neon window graphic or a neon wall graphic but not both.
  - c. Neon lighting is not permitted to outline windows or architectural features such as doors, cornices, friezes, etc.
7. **Signs Accessory to Parking Areas:** Signs designating an entrance or exit, and/or street address, to or from a parking area shall be limited to one sign with a maximum area of two (2) square feet for each exit or entrance. One sign per parking area designating the conditions of use or identity of such parking area limited to a maximum size of four (4) square feet shall be permitted. Private driveway signs indicating the private nature of a driveway shall be permitted, provided that the size of any such sign shall not exceed two (2) square feet. All such signs shall be located at least five feet from any property line.

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**B. DESIGN STANDARDS**

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**8. Marquees and Theaters:**

- a. Theaters may display the following signs in addition to marquees and canopies:
- b. Removable lettering on the front and/or sides of a canopy or marquee, which shall advertise current or coming attractions only.
- c.

Not more than two additional signs, each not more than twelve (12) square feet in size, may be attached to the front wall of the theater, which shall be used to advertise current or coming attractions only.

- d.

Ticket booth signs shall be governed by regulations applicable to permanent and temporary window signs.

**9. Miscellaneous Elements**

- a. **Planters, benches and/or private waste containers** or other street furniture items are subject to the approval of the Design Review Board and should be consistent with the street furniture selected by the Township of Maplewood.
- b. **Vending machines:** The location at which all newspaper vending machines, express mail boxes, and/or other such dispensers must be located in areas designated for these items by the Township. Advertising, soda or other merchandising vending machines are not permitted in the district.
- c. **Audio devices:** Attention-getting sound sources, such as speakers, annunciators, etc. are prohibited.
- d. **Trash enclosures:** All trash enclosures and screening devices must be made of wood fencing material or other material compatible with that of the building it is related to or be a solid wood bin with sloping lid. Chain link and other metal enclosures are prohibited.
- e. **Security Gates and Devices:** Exterior mounted security devices such as "roll up" doors and accordion type "scissors" gates are not permitted. Interior mounted security devices, if visible from the street must be approved by the Design Review Board. Permanent window bars or grillwork are permitted on side and rear facades only.

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**B. DESIGN STANDARDS**

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- f. **Graffiti:** In addition to the provisions of Chapter 141 of the Code of the Township of Maplewood, within the Maplewood Village Special Improvement District, all graffiti is prohibited regardless of the consent of the property owner. Graffiti shall be removed by the property owner within one (1) week of its appearance. Graffiti on unpainted surfaces must be removed by cleaning and not by painting.
- g. **Incongruous features:**  
Air conditioners, vents, chimneys, etc. are not permitted on the principal facade(s) of a building.
- h. **Fire escapes:**  
New fire escapes are not permitted on the principal facades, i.e., the facade facing the street(s), on which a building is located of a building.

**10. Lighting:**

- a. Lighting for a building must be contained on the property on which the building is located.
- b. All floodlights must employ glare guards so as to minimize light pollution and the lighting of unintended areas.
- c. Storefront window displays must be illuminated from dusk until 12:00 am.
- d. No flashing or "chasing" lighting is permitted.

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**C. PENALTIES**

Violations of these provisions will be punishable pursuant to Section 271 71(J) of the Zoning and Development Regulations of the Township of Maplewood.

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**D. DESIGN REVIEW PROCESS**

Subject to the provisions of Paragraph 2 of Ordinance #2095 99, within the Special Improvement District, all work whether or not requiring a permit, requiring a building permit, including but not limited to painting, repairs, renovation, alteration and new construction shall be approved prior to the start of work by the Village Alliance. Subsequent to approval from the Village Alliance, the applicant shall proceed to secure a building permit from the Construction Official of the Township of Maplewood.

In the event that the Village Alliance denies approval for pro-

**D. DESIGN REVIEW PROCESS**  
(continued)

posed work, the Village Alliance shall provide the applicant with a written denial setting forth the specifics forming the basis of the denial.

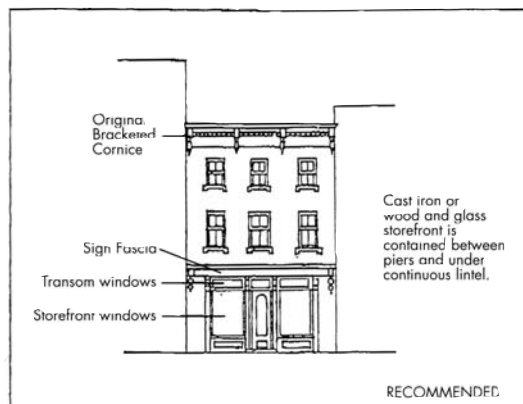
<u>Type of Work</u>	<u>Design Review Required</u>	<u>Permit Required</u>
Replacing an existing sign or awning	Yes	Yes
Installing a temporary banner	Yes	No
Installing a new sign or awning	Yes	Yes
Installing a permanent window graphic	Yes	No
Building a new building or addition	Yes	Yes
Painting or cleaning a building	Yes	No
Removing/replacing doors or windows	Yes	No
Installing fencing or trash enclosure	Yes	No
Installing street furniture	Yes	No
Installing temporary window covering on vacant storefronts	Yes	No
Making, closing or relocating door window openings	Yes	Yes

**E. APPEALS**

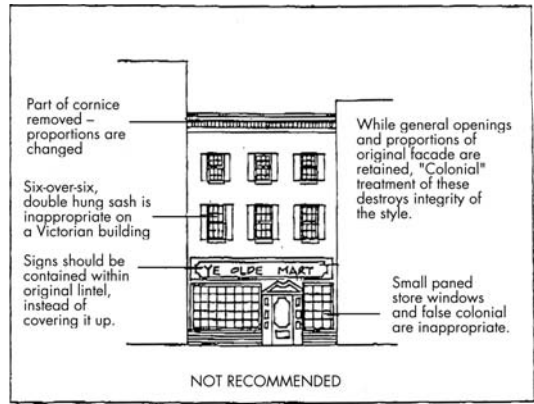
Any applicant denied approval for proposed work by the Village Alliance may, within twenty (20) days of receipt of the written denial, appeal the decision to the Planning Board by serving a Notice of Appeal on the Secretary of the Planning Board at 574 Valley Street, Maplewood, New Jersey 07040. The Planning Board will make every effort to hear the appeal at the first regularly scheduled meeting following service of the Notice of Appeal.

**F. FIGURES**

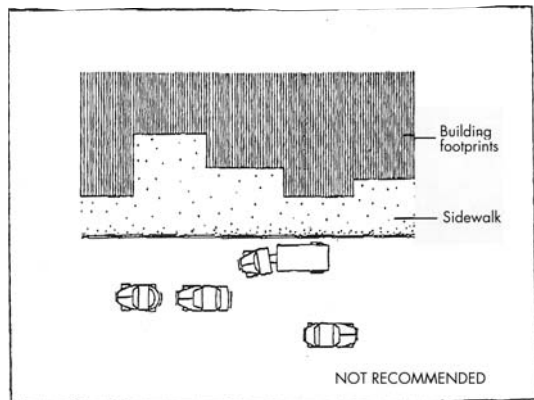
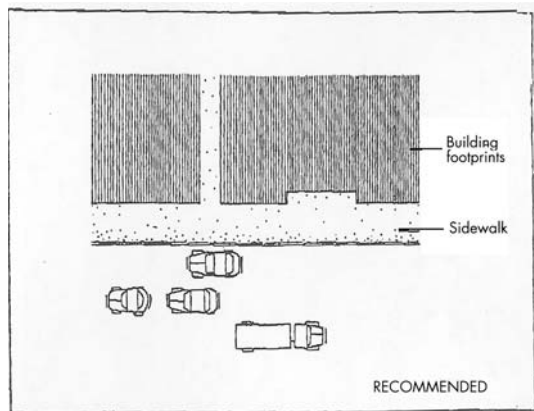
**Fig 1.**  
**Sign Fascia**



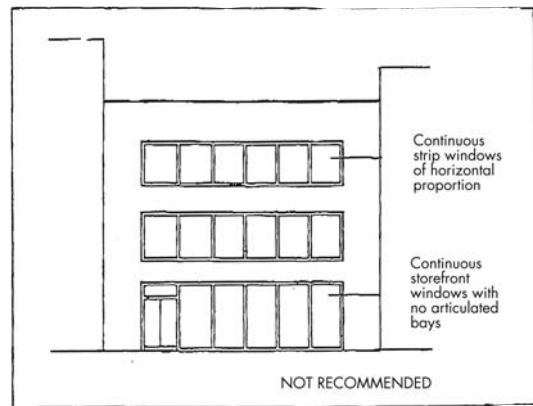
**Fig 1.**  
**Sign Fascia**  
(continued)



**Fig 2.**  
**Relationship to Street**  
**(Set Back)**



**Fig. 3**  
**Proportion of**  
**Openings**



©2000 Maplewood Village Alliance  
Layout: John Branigan  
Illustrations: Joel Barkley  
Direction: Allison Ziefert  
Version: 5, July 2002



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