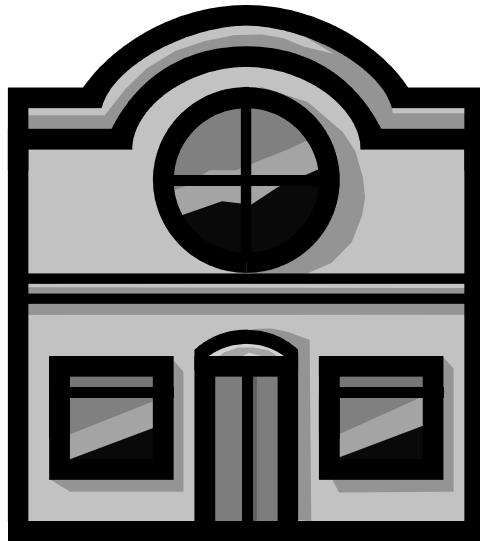


# City of Long Branch Urban Enterprise Zone



## Façade Improvement Program Application Package

Adam Schneider, *Mayor*  
Jacob L. Jones, *Urban Enterprise Zone Program Director*

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

No.: \_\_\_\_\_

**CITY OF LONG BRANCH UEZ FAÇADE IMPROVEMENT PROGRAM**

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

Name of Applicant: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Business/Building Address: \_\_\_\_\_

Mailing Address if Different from Above: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Building Block #: \_\_\_\_\_ Lot #: \_\_\_\_\_

Name of Property Owner if Different Than Applicant: \_\_\_\_\_

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

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

3. Has the property owner reviewed and approved proposed work? \_\_\_\_\_

4. Will the property owner be contributing to project costs? \_\_\_\_\_

5. If the applicant is not the property owner, how much time remains on your lease?

\_\_\_\_\_

(a) Do you lease monthly, annually, multi-year? \_\_\_\_\_

(b) Is there an option to renew? \_\_\_\_\_ How long? \_\_\_\_\_

(c) Estimated gross annual revenue of business \_\_\_\_\_

5. Is there more than one retail business operating within the same property block and lot? \_\_\_\_\_

If yes, complete additional applications as applicable.

6. Type of business (retail, wholesale, manufacturing, civic, educational, other)

7. Height of Building \_\_\_\_\_ feet. Width of Store: \_\_\_\_\_ feet

8. Total Street Frontage: \_\_\_\_\_

9. Net area of each floor (sq. ft.) 1 \_\_\_\_ 2 \_\_\_\_ 3 \_\_\_\_ 4 \_\_\_\_

10. Number of floors and gross square footage: \_\_\_\_ floors \_\_\_\_ (sq. ft.)

11. Provide a list of adjacent properties participating in the façade program. Include addresses and business names.

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12. List other occupants (including residents) in the building.

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13. Describe the most recent façade improvement/permited construction completed on the building.

Year of completion: \_\_\_\_\_ Time taken to complete – From \_\_\_\_\_ To \_\_\_\_\_

General Description of Work: \_\_\_\_\_

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14. Who funded the improvement? \_\_\_\_\_ Business/Owner \_\_\_\_\_

15. Does your proposed scope of work incorporate design details/common themes that are also being included in the above properties? Yes \_\_\_\_\_ No \_\_\_\_\_

16. Provide a detailed description of the work proposed for your store/property. Attach additional pages as necessary. Please provide plans or drawings if available.

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17. List three estimates and vendors for work described in (8).

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18. List vendor(s) you are choosing to perform designated work.

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19. Total Façade Improvement Project Cost: \$ \_\_\_\_\_

20. Applicant's Signature: \_\_\_\_\_

By signing this application the applicant consents to the requirements set forth in this application and the corresponding façade grant information bulletin.

(For Official Use Only)

21. Total UEZ Share: \_\_\_\_\_

22. Total Private Contribution: \_\_\_\_\_

23. Other Contributions: \_\_\_\_\_

24. Total: \_\_\_\_\_

Recommend approval of project: Yes \_\_\_\_\_ No \_\_\_\_\_

Comments: \_\_\_\_\_

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The following documentation must be submitted with this application. Only complete applications will be considered.

1. Copy of property deed, if owner
2. Copy of lease if tenant
3. If leaseholder, letter from property owner approving of planned work
4. Three (3) original work orders and estimates.
5. Two recent photographs of complete façade of property and/or the area of planned work
6. Original building/electrical permit application(s). Yellow applications, copies or permit cards will not be accepted.

Please retain a copy of this application and all required documentation for your records.

FOR OFFICE USE ONLY:

T.C.

E.C.

A.C.

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

Funding Criteria:

(A) Low/Mod Area Benefit \_\_\_\_\_

Census Tract \_\_\_\_\_

(B) Slums/Blight \_\_\_\_\_

Census Tract \_\_\_\_\_

Encouraging the reinvestment of capital into distressed properties or blighted areas as per the goals of the City of Long Branch Urban Enterprise Zone Program.

(C) Slums/Blight (Redevelopment Area) \_\_\_\_\_

Census Tract \_\_\_\_\_

Inspection Report

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

By: \_\_\_\_\_

Signature

## Design Guidelines

### Exterior Walls

<u>Material</u>	<u>Color</u>
Brick or Brick-Face	Red, brown, tan or white
Wood (stained or painted)	White, brown, pastel or muted colors
New or painted aluminum or vinyl siding	White, brown, pastel or muted colors

The majority exterior surface color should not be repeated on the adjacent buildings. No painting shall be applied to any deteriorating exterior materials until necessary repair or replacement is made. Furthermore, no painting should be applied on brick façade if said brick façade is in good condition.

### Entrances, Trim and Ornamentation

Entrances, trim and ornamentation shall be consistent with that existing on the subject building and compatible with adjacent buildings. Efforts shall be made to restore these elements of the façade to their original style where appropriate (i.e. removal of façade materials covering these details).

Colors of windows, trim, entrance doors and ornamentation shall be compatible with exterior wall colors. No more than three trim colors shall be used on any one building, however, window trim shall be limited to one color on any one building. Shutters shall not be considered window trim, and need not match the color of window trim, however, all shutters on a building shall be one color.

### Canopies

Canopies shall not be constructed so as to become a major architectural element of the building, and shall conform to the architectural style of the building.

Canopies shall consist of architectural elements attached to the building façade for the purpose of providing protection from the elements and defining entrances and windows. Mansard roofs shall not generally be permitted, unless it is deemed necessary to enhance the appearance of the building façade. Colors shall be consistent and compatible with exterior wall and trim colors. Canopies and mansard roofs shall not extend below a height of 8 feet above the sidewalk.

## Signs

Signs shall comply with the provisions of the City of Long Branch sign and zoning ordinances – section 22 where applicable. In addition, the following standards shall apply in the Broadway Revitalization Area.

## Area

The area of the sign shall include each and every part of the sign including moldings and frames. Where the sign is supported by a post or pylon whose surface is being used for advertising purposes, the area of the post, pylon or other supporting members shall be considered as part of the total allowable sign area. Wherever the name or advertising message on a sign is divided between a number of panels or parts, all of the panels or parts shall be considered as one sign. Where a sign consists of individual letters or numbers, the area of the sign shall be considered as one total area of the smallest rectangle which can enclose all of the letters or numbers.

1. Where the side or rear of a business structure adjoins a public parking area or a private parking area intended for the use of the structure in question, signs may be placed on said side or rear wall to identify the business use in the structure, subject to the maximum sign requirements of this Ordinance.
2. Any sign erected in conjunction with a specific use will be removed upon the discontinuation or removal of that use.
3. No sign should violate the style or architecture of the building.
4. The colors of the signs must compliment and not conflict with the colors of the building. No more than five colors should be permitted on all signs on a building.
5. Irregular shaped signs should be avoided.

## Prohibited Signs

1. Signs with more than two (2) display surfaces, sides or faces such as hinged, triangular or box signs.
2. Signs placed on motor vehicles or moveable trailer signs placed in such a way as to be seen from the public right-of-way.
3. Any multiple use of lights, flags, or pennants; strings of lights, flags or pennants; or similar displays to attract attention.

## Permitted Signs

1. Face Signs:

- (a) Exterior signs identifying or advertising the names or uses of the tenant's occupants of the premises may be affixed to the building and shall occupy no more than fifteen (15) percent of the front façade area of the first floor of the building. In no case may the area of a sign exceed 100 square feet.
- (b) The maximum height of any single sign shall not exceed six feet, and the maximum width shall not exceed 90 percent of the wall to which the sign is attached.

2. All other permitted signs as specified in section 22-4.4 of the City sign ordinance.

#### Implementation

- Input from business community
- Review by Planning Board and EDC
- Ordinance passed by council designating the: (1) area(s) where design standards apply; (2) design review body.

## **Addendum**

### **Additional Requirements**

1. All proposed façade/sign designs or alterations must receive prior approval from the Broadway Design Committee (to be appointed by the City Administrator) and to obtain appropriate zoning and building permits.
2. All commercial buildings must maintain a minimum of 60% of every first floor frontage façade with either transparent or translucent materials (glass windows, door, screen, glass, block, etc.).
3. Incentives – Compliance to the prescriptive and proscriptive requirements will allow for a 5 parking space bonus for any permitted use.
4. Exceptions – In unique situations non-compliance to these standards may be in the best interest of the city's renovation efforts. Decisions concerning possible waivers to these standards shall be solely the responsibility of the Broadway Design Committee.