

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

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

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

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

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

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

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

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

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

SECTION 1

Section 3.03.03 Use Requirements.

d. Prohibited Uses

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

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

Section 3.03.05 Design Standards

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

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

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

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

SECTION 2

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

SECTION 3

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

SECTION 4

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

SECTION 5

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

Offered By: Kane

Seconded By: Schnurr

Roll Call:

Ayes: DiBenedetto, Kane, Newman, Schnurr, Shutzer, Sims

Nays: None

Absent: None

Abstain: None

NOTICE IS HEREBY GIVEN that Ordinance #2011/9 was introduced at a meeting of the Freehold Borough Council in the County of Monmouth, New Jersey, held on September 19, 2011 and passed on first reading and that such Ordinance will be further considered for final passage after public hearing at a meeting of said Mayor and Council to be held at the Municipal Building in said Borough on October 3, 2011 at 7:30 PM or at any meeting to which that meeting may be adjourned, at which time all persons who may be interested therein will be given an opportunity to be heard.

TRACI L. DI BENEDETTO

BOROUGH CLERK