



- Proposed Zoning Districts**
- Public Park District
 - Route 31 Gateway District
 - Washington Ave Core District

Study Area

Prepared by-

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1 inch equals 300 feet
 0 150 300 Feet



Map Source: NJDEP and New Jersey Highlands Council, Washington Borough

ZONING DISTRICT MAP (MAP 3)
 Downtown Redevelopment Plan
 Borough of Washington Warren County, NJ

b. Washington Avenue Core District:

Location and Purpose: Designed to create an active mixed-use retail environment at the core of the Central Business District (“CBD”) the Washington Avenue Core District will enhance the vibrant pedestrian-oriented character of the CBD. To ensure a solid, pedestrian focused streetscape that defines the street edge, the physical form and placement of buildings in this district are regulated as follows.

1. Allowable Uses:

Permitted Primary Uses	Floor Level Specification
Retail stores, shops, restaurants, breakfast and dining areas of hotels	First floor (grade-level); and 50% of second floor
Professional offices, news paper offices and printing establishments	Upper floors only (*)
Banks, offices, savings and loan associations and other fiduciary institutions.	First floor (at grade-level); and second floor
Residential uses	Upper floors only (*)
Public and quasi public uses as defined in the Washington Borough Land Development Ordinance	
Permitted Secondary Uses	
On-site storage of goods incidental to the daily conduct of the on-site retail business or professional office	First floor (grade-level); second floor; upper floors
Signs in accordance with Section 94.62.B of the Borough’s Land Development Ordinance and this Plan	-
Open-air/covered outdoor dining areas of restaurants	First floor (grade-level);

(*) Hotel and office lobby, teller services of a bank, and residential entrances may be located in the first floor.

2. Lot Requirements:

Lot	
Minimum Lot Area	12,000 square feet
Minimum Lot Width	60'

3. Building Requirements:

Build-to-Line and Setbacks	
Build-to Line Distance from property line (Washington Avenue)	0’ to 10’
Build-to Line Distance from property line (All other streets)	5 to 15’
Minimum Side Yard (each)	0’
Minimum Side yard (both)	0’
Minimum Rear Yard	0’
Minimum Rear Yard (from a rear access road or alley)	10’

Building Form	
Minimum façade length along Washington Avenue - structure built to the Primary Build-To-line	60% of lot frontage
Minimum façade length along all other streets - structure built to the Primary Build-To-line	60% of lot frontage
Minimum Building Height	30' or 2-1/2 stories
Maximum Building Height	45' or 4 stories
Floor Ceiling Height in the first floor (grade level)	12' min. clear
Floor Ceiling Height in the upper floors	9' min. clear
All upper floors must have a minimum of one primary ground-floor pedestrian entrance on a public street.	
Loading docks, overhead doors, and other service entries are prohibited on all Public Streets.	
Any building façade over 50' wide fronting on Washington Avenue must be broken down by vertical building elements and/or change in materials, so as to read as a series of buildings no wider than 30'.	
Architectural Elements that are not habitable, and do not occupy more than 5% of floor area at the first floor level, may extend up to a height of 12 feet beyond the maximum building height	
All upper stories are required to remain in the same vertical plane as the first story.	

4. Prohibited Uses

Adult shops or adult media stores (an establishment offering goods for sale or rent that meet any of the following tests: (1) the establishment offers for sale items including adult media, leather good marketed or presented in a context to suggest their use in sadomasochistic practices and the combination of such items constitutes more than 10% of its stock, sales or its gross floor area; (2) more than 5% of its stock consists of sexually-oriented toys or novelties; (3) more than 5% of its gross floor area is devoted to sexually oriented novelties or lingerie or (4) advertises or otherwise conducts itself in any forum as “XXX”, “adult”, “sex” or otherwise as a sexually oriented business)
Adult cabaret (a building or portion of a building regularly featuring dancing or other live entertainment if the dancing or entertainment that constitutes the primary live entertainment is distinguished or characterized by an emphasis on the exhibiting of specific sexual activities or specified anatomical areas for observation by patrons therein)
Shops displaying or selling paraphernalia used for the ingestion or injection of illegal drugs including but not limited to hookahs, bongos, water pipes, hashish pipes, ice pipes and cocaine kits.
Massage parlors (including all non-certified and/or unlicensed medicinal massage therapy) operating without all certifications and licenses required by federal, state and local law.
Tattoo and/or piercing parlors.
Pawn shops and other institutions offering non-depository credit intermediation primarily engaged in extending credit or lending funds raised by credit market borrowing.
Establishments that advertise that over 90% of the merchandise purchased in such establishment shall be sold for \$1 or less.

c. Route 31 Gateway District:

Location and Purpose: The primary purpose of this district is to create an attractive and welcoming mixed-use gateway entrance into the Downtown. The gateway will amplify the visibility of the Borough along a major thoroughfare. This district is generally located at the intersection of Washington Avenue/Route 57 and Route 31, with Railroad Avenue to the north, Youmans Avenue to the south, and Vannatta Street to the west.

1. Allowable Uses:

Permitted Primary Uses	Floor Level Specification
Retail Stores, shops, restaurants, breakfast and dining areas of hotels	First floor (grade-level); and 50% of second floor
Banks, hotels savings and loan associations and other fiduciary institutions, news paper offices and printing establishments	Upper floors only (*)
Professional offices (such as a doctor’s office)	First floor (at grade-level); and Second floor
Residential uses	Upper floors only (*)
Public and quasi public uses as defined in the Washington Borough Land Development Ordinance	All Floors
Movie Theaters	All Floors

34

Permitted Secondary Uses	
On-site storage of goods incidental to the daily conduct of the on-site retail business or professional office	First floor (grade-level); second floor; upper floors
Signs in accordance with section 94.62.B of the Washington Borough Land Development Ordinance and this Plan	-
Open-air/covered outdoor dining areas of restaurants	

(*) Hotel and office lobby, teller services of a bank, and residential entrances may be located in the first floor.

2. Lot Requirements:

Lot	
Minimum Lot Area	12,000 square feet
Minimum Lot Width	60’

3. Building Requirements:

Build-to-Line and Setbacks	
Build-to Line Distance from property line (Washington Avenue)	0' to 10' (*)
Build-to Line Distance from property line (all other streets)	10' to 20' (*)
Minimum Side Yard (each)	0'
Minimum Side yard (both)	5'
Minimum Rear Yard	15'
Minimum Rear Yard (from a rear access road or alley)	15'
Setback Line Distance from Street Line	100'

(*) Except for the provision of fountains, public art, monuments, landscaping or other forms of gateway treatment, at any of the four corners of the intersection of Washington Avenue and Route 31



Building Form	
Minimum façade length along Washington Avenue - structure built to the Primary Build-To-Line	60% of lot frontage
Minimum façade length along all other streets - structure built to the Primary Build-To-Line	40%
Minimum Building Height	15'/1 Story
Maximum Building Height	25'/2 Stories
Floor Ceiling Height in the first floor (grade level)	12' min. clear
Floor Ceiling Height in the upper floors	9' min. clear
All upper floors must have a minimum of one primary ground-floor pedestrian entrance on a public street.	
Any building façade over 40 feet wide fronting on Washington Avenue must be broken down by vertical building elements and/or change in materials, so as to read as a series of buildings no wider than 25-feet each.	
Architectural Elements that are not habitable, and do not occupy more than 5% of floor area at the first floor level, may extent up to a height of 12 feet beyond the maximum building height	
All upper stories are required to remain in the same vertical plane as the first story.	

4. Prohibited Uses

Adult shops or adult media stores (an establishment offering goods for sale or rent that meet any of the following tests: (1) the establishment offers for sale items including adult media, leather good marketed or presented in a context to suggest their use in sadomasochistic practices and the combination of such items constitutes more than 10% of its stock, sales or its gross floor area; (2) more than 5% of its stock consists of sexually-oriented toys or novelties; (3) more than 5% of its gross floor area is devoted to sexually oriented novelties or lingerie or (4) advertises or otherwise conducts itself in any forum as "XXX", "adult", "sex" or otherwise as a sexually oriented business)
Adult cabaret (a building or portion of a building regularly featuring dancing or other live entertainment if the dancing or entertainment that constitutes the primary live entertainment is distinguished or characterized by an emphasis on the exhibiting of specific sexual activities or specified anatomical areas for observation by patrons therein)
Shops displaying or selling paraphernalia used for the ingestion or injection of illegal drugs including but not limited to hookahs, bongs, water pipes, hashish pipes, ice pipes and cocaine kits.
Massage parlors (including all non-certified and/or unlicensed medicinal massage therapy) operating without all certifications and licenses required by federal, state and local law.
Tattoo and/or piercing parlors.
Pawn shops and other institutions offering non-depository credit intermediation primarily engaged in extending credit or lending funds raised by credit market borrowing.
Establishments that advertise that over 90% of the merchandise purchased in such establishment shall be sold for \$1 or less.

d. Public Park District:

Location & Purpose:

The creation of a public park in the Downtown is meant to serve as a catalyst for economic development. Not merely open space, this area can serve multiple functions for the betterment of the Borough. Such open space can not only be programmed for public markets and festivals, but can double as water quality and flood protection enhancements. Connecting people to the Downtown by pedestrian and bicycle access will help support the economic enhancement of the business community. Open spaces within a Downtown provide a quality environment for residents and visitors alike to come and enjoy the offers of the business community and create a sense of place that cannot exist without it.

1. Allowable Uses:

Permitted Primary Uses
1. Public park and open space as defined in the Washington Borough Land Development Ordinance

Permitted Secondary Uses
1. Public and quasi-public facilities typically found in support or consistent with public park space such as; kiosks, public pools, community centers.
2. Open-air/covered outdoor dining areas of restaurants.
3. Open-air theatres and other publicly-oriented gathering places.



e. Design Standards

The following design standards are binding and all development within the Redevelopment Area must conform to the standards set forth below.

a. Architectural Standards:

1. **General Principles.** The following 4 general design principles shall apply to both new construction and rehabilitation of existing structures:

- i. Reinforce the scale, massing, building type and orientation of buildings as set forth in this Plan.
- ii. Encourage architectural ornamentation based on the Borough's historic character.
- iii. Enhance the visual quality of the Redevelopment Area as an attractive destination for business, recreation, entertainment and shopping.



- iv. Maintain and enhance the sense of place and property values in the Redevelopment Area.

2. **Primary and Secondary Building Walls Defined.** Primary building walls shall be the exterior building walls visible from a public street, and secondary building walls shall be the building walls that are visible from public alleys, side streets, etc.

3. **Visibility from a Public Street.** All secondary building façades shall be designed in a manner that is visually and materially consistent with the primary building façades.

4. **Architectural Review.** All new/infill development, additions, alterations, renovations building façades, and modifications of buildings shall comply with the architectural standards of this Plan and will be subject to review by the Planning Board prior to approval.

5. **Restrictions on Location.** Utility meters, domestic trash receptacles/recycling enclosures, dryer and oven vents, and air conditioning compressors shall be located in the rear yards only.



6. **Compatibility of Exterior Building Walls.**

Exterior walls should be designed in a manner that is compatible with the neighboring buildings.

7. **Use of Materials.**

Materials are the most identifiable element of the built environment and shall be of high quality. Materials used should be durable and long-lasting, and appropriate to both the climate and visual environment of the region. Natural materials including brick, stone and wood may be used in combination with other materials such as concrete, metal and glass. Contrasting materials should be used in design details like (signage, awnings, public art and landscaping).

The following materials are preferred:

- i. Natural stone or brick (materials shall be detailed and used in appropriate load-bearing configurations);
- ii. Wood (pressure treated or naturally decay resistant);
- iii. Concrete block with stucco (smooth or sand only, no roughly textured finished);
- iv. Reinforced concrete (either with a smooth finish, stucco, or stone finish). Exposed concrete shall not be permitted; or
- v. Metal and glass (only for exterior trim elements). Metal beams and other metal used in structural elements' shall be concealed.

8. **Exterior Wall Design Elements.**

While Design flexibility may be granted in terms of the use of ornamentation and colors, overall design should be complementary with the character of the majority of buildings within the Downtown. The following standards shall apply to exterior façade design elements:

- i. Wall openings shall not span vertically more than one story.
- ii. Horizontal dimension of wall openings shall not exceed the vertical openings.
- iii. Material changes should be well defined with bands (such as a moldings) or with change in projection from the building face.
- iv. Where the side of a building is visible from an adjoining property or the public right-of-way, the design and materials used on the front façade shall be extended to at least 1/3 of the building's side façade.
- v. Front façade shall be designed to be compatible with adjacent structures in terms of vertical and horizontal building elements, and to provide interest to pedestrians through the use of architectural relief, window and door frames, pediments, columns, etc.
- vi. Trim elements and visible window framing shall be painted or sealed.

9. Exterior Wall and façade Design Elements.

Design flexibility is encouraged in the use of ornamentation and colors, but should be in tune with the character of the majority of buildings within the Downtown. The following standards shall apply to exterior wall design elements:

- i. The horizontal dimension of a wall opening shall not exceed the vertical opening.
- ii. Material changes should be well defined with a band (such as a molding) or a change in projection from the building face.
- iii. Where the side of a building is visible from an adjoining property or the public right-of-way, the design and materials used on the front façade shall be extended to at least 1/3 of the building's side façade.
- iv. Front façade shall be designed to be compatible with adjacent structures in terms of vertical and horizontal building elements, and to provide interest to pedestrians through the use of architectural relief, window and door frames, pediments, columns, etc.
- v. Trim elements and visible window framing shall be painted or sealed.

10. Transparency of façade. The following shall apply for the transparency of façade:

- i. Buildings located on corner lots shall treat both street frontages as front façade in terms of transparency.
- ii. The first floor level of all façade shall maintain a transparency of no less than 60% of the wall area.
- iii. Storefront window are require subject to the following: Windows shall use clear or lightly tinted glass, except for decorative of architectural accents, typical of retail.
- iv. Reflective glass is prohibited.
- v. Windows shall allow an unobstructed viewing distance of at least 10 feet into the interior.
- vi. The percentage of glass/transparent area shall no include frames, grids, mullions etc.
- vii. The upper floors along the building frontage shall have transparent windows covering no less than 20% of the wall area.

11. Windows and Doors. Where clearly visible from the street:

- i. Specialty windows (oval, octagonal, Palladian) are restricted to one per section of façade, and to the upper story façade.
- ii. All entryway and window openings shall have concrete, or masonry sills and lintels that project at least 3 inches from the surface of the exterior wall surface.
- iii. All glazing shall be at least 70% transparent.
- iv. Windows configurations and techniques.
- v. Windows may be grouped, up to 5 panels per group, if each grouping is separated by a mullion, column, pier or wall section no less than 8 inches wide.
- vi. Windowsills shall project a minimum of 1 inch from the building face.
- vii. All lintels must extend a minimum of 4 inches beyond the edge of the opening.
- viii. For storefront and display windows, the sill shall be a minimum of 2 feet and a maximum of 3 feet from the grade level.
- ix. Windows shall be no closer than 30 inches to building corners (excluding bay windows which are regulated herein).

12. Doors Configurations and Techniques:

- i. Buildings on a corner lot shall have the main entrance located at the corner of the building and oriented towards the intersection.
- ii. An entry from the street providing access to the upper floors is required on all lots. This entry shall not be combined with the primary access for the commercial space.
- iii. Doors or entrances with public access shall be provided at intervals no greater than 40 feet.
- iv. Exterior security grates are prohibited.



13. Roofs, Eaves, Parapets, Skylights, Roof Vents and Gutters:

- i. Roof penetrations, except stucco or brick chimneys, shall be placed so as not to be easily visible from streets and painted to match the color of the roof, except those of metal that may be left unpainted.
- ii. All hipped or gabled roofs must have eaves that shall be continuous, however, overhanging a balcony or porch are permitted and exempted from this regulation. On the main structure, eaves may overhang a minimum of 12 inches and a maximum of 18 inches.
- iii. Cornices are required on buildings with flat roofs. Cornices shall have a minimum projection of 12 inches beyond the building face.
- iv. Roof parapets are permitted on all buildings. Such parapets shall be provided along the entire roof edge of the building.
- v. Skylights and roof vents are permitted only on the roof planes facing the rear yards or when shielded from the public street view by a building's parapet wall.
- vi. Gutters and downspouts, when used, shall be made of galvanized steel, copper (not copper coated), or aluminum. The Board, upon its architectural review, may recommend that gutters and downspouts be painted to match the building façade.
- vii. Solar panel are permitted.



14. Awnings. The predominant awning forms within the Redevelopment Area should achieve a high degree of consistency with those of adjacent buildings and provide visual continuity.

- i. Awning design should reflect the architecture of a building while also complementing the streetscape.
- ii. The color of awnings should complement (and not entirely contrast) the building façade.
- iii. Awnings shall have a metal structure covered with canvas, or like product. Metal awnings are discouraged. Awnings may have a front skirt and the bottom of the skirt shall not be scalloped.
- iv. "Goose-neck" or other similar forms of external lighting may only be used to illuminate awnings. Awnings shall not be internally lit.
- v. Awnings may include logos or text, and such logos or text shall be included in sign calculation.
- vi. Awning projection from the building face shall conform to the encroachment requirements.

15. Stoops, Front Porches, Balconies and Decks.

- i. Balconies on the front façade are limited to a width of 10 feet and 24 inches in depth.
- ii. No balconies may be located within 10 feet of a shared lot line. Glass parapets or railings are prohibited.
- iii. Porches and decks are permitted at the rear second and third floor levels. Porches and decks are not permitted on the front of buildings

16. Street and Garden Walls, and Fences.

- i. Garden walls that define the outdoor areas and separate the sidewalk from the private space (parking lots, trash cans, gardens and equipment), when required, shall be constructed of the same material and finish as the main structure. Such garden walls shall be a minimum of 8 inches thick, have a horizontal cap, have a minimum and a maximum height of 48 inches.
- ii. Fences shall be used in the rear yards to enclosed trash cans and other recycling facilities. These fences shall be at least 5 feet in height and shall be solid board-on-board or other form of opaque fencing. Chain link fences are not permitted.
- iii. Hedges may not be used in place of garden walls or fences.
- iv. Sitting walls, between 12 inches and 24 inches in height and a maximum depth of 18 inches shall be incorporated whenever possible. Sitting walls are encouraged along the front façade.

b. Signage Standards:

All signage shall be in accordance with Borough Land Development Ordinance 94-62 as amended by ordinance 03-2008

c. Lighting Standards:

- i. Exterior lighting should highlight building elements, signs, or other distinctive features and not the lighting feature itself.
- ii. The design of all building and site lighting fixtures shall be coordinated with other architectural elements of the building, and the size and location of lighting fixtures must be compatible with overall design of the building.
- iii. Goose neck or shadowbox lighting fixtures are highly recommended for storefront lighting. Indirect lighting should be used whenever possible.
- iv. Accent lighting that highlights ornamental features of the building façade is encouraged.
- v. Prohibited building lighting includes:
 1. Visually over-bearing or obtrusive lighting on the structure, street, or adjacent buildings;
 2. Flashing, pulsating or moving lights or lights that produce excessive glare; and,
 3. Neon tubing surrounding displays windows, and any amount of exposed neon lighting.
 4. LED Lighting.



d. Utilities and Mechanical Equipment Standards:

- i. To the extent possible, all rooftop equipment shall be concealed from public view at the street level.
- ii. Bulkheads and/or mechanical equipment shall only be located in the rear side of the building roof. The Board may waive this requirement under special circumstances where the function layout of the building floor plan demands that such equipment be located along the building frontage.
- iii. Bulkheads and/or mechanical equipment that extends beyond 5 feet from the ceiling level of the highest permitted story shall be enclosed on the roof, set back at least 10 feet from any exterior wall face, and housed in an enclosure utilizing the same material or comparable material as the rest of the building façades.

e. Vacant Lots:

Any lot kept vacant for more than 180 days shall be landscaped and thereafter maintained in good order by the owner. The landscaping shall be that of an urban park or garden.

f. Accessory Buildings:

- i. Any accessory building or deck attached to the principal building is part of the principal building, and shall adhere to the building requirements of the principal building.
- ii. The architectural standards of this section shall equally apply to the accessory buildings, and accessory building shall be designed and constructed in the same style and materials used in a principal building.

Accessory buildings shall not exceed 15 feet in height and may not occupy an area totaling more than 25% of the first floor area of a principal building.



g. Parking Standards:

- i. A developer may seek the “**Shared Parking Standards**”; as an incentive for contribution of excess land as dedication/easement and/or payments in lieu of parking.
- ii. On-site parking is not required for existing uses. However, contributions in lieu of parking shall be made to the Borough Municipal Parking Authority, in accordance with the “**Parking Deficiency Schedule**” of the Interim Parking Plan.
- iii. Parking may be provided off-site within 1,300 feet or as shared parking. All new developments seeking the “Shared Parking Standards” shall fulfill the necessary parking requirements.
- iv. Bicycle parking 1 bike rack for 1000 square feet of non-residential floor area should be provided along the sidewalk in accordance with the streetscape standards of this chapter, or off-street in a secure environment.
- v. Parking drives and parking area frontages are not permitted along Washington Avenue. Access to parking areas shall be provided from a side street or a rear alley.

h. Buffering Standards:

- i. A landscape buffer of 15 feet shall be required as screening along the edge of all parking and loading areas. Any development’s parking requirements satisfied through a shared parking arrangement shall not be subject to this requirement.
- ii. A landscape buffer of 15 feet shall be required when a non-residential use abuts a residential zone. Mixed-use developments with a floor area of at least 60% dedicated to residential uses will not be subject to this requirement.
- iii. A landscape buffer of less than 10 feet shall be compensated by the provision of a 6 foot high stockade fence within the buffer area parallel to the edge of the parking/loading area or lot line of the abutting residential lot, allowing for an adequate distance for buffer landscaping.

f. Streetscape Standards

1. Street Trees:

Street trees provide shade, color, and visual interest, soften the building mass, and contribute to an attractive Downtown environment. Street trees in the Downtown should be selected on the basis of appropriateness, including health, maintenance, and habit (e.g. crowns that will not obscure signage). If possible, trees should exhibit year-round interest (i.e. attractive flowers, fall color, winter habit and bark). It is recommended that trees be at least 2.5 inches in caliper upon installation. Trees should be spaced between 25 and 35 feet on center depending on the size of selected trees. Spacing over 35 feet on center is not recommended. The following is a list of suggested street trees. Specifically on Washington Avenue and the landscaped median on Route 31 corridor (refer to the concept plan for Sub Area 3 for the median on Route 31), it is recommended that at least three different species be used in order to enhance visual interest and avoid a monoculture. The following species are recommended:

- *Gleditsia Triacanthos var. inermis* 'Shademaster' – Thornless Common Honeylocust
- *Prunus sargentii* – Sargent Cherry
- *Zelkova serrata* 'Green Vase' – Japanese Zelkova

2. Streetlights:

Streetlights enhance the pedestrian environment and provide a feeling of safety and security. The ornamental type of streetlight (pole and fixture), provided in the Downtown fits the character of the area. It is recommended that the Borough continue to use this type of lighting. It is recommended that the existing "bulb" style light fixture, especially along Washington Avenue, be changed to a "pendant" or "tear drop" style lighting fixture. These styles of fixtures ensure that the upper story residential units are not affected by glare. The Borough should investigate the feasibility of providing LED lighting fixtures. Such fixtures will reduce consumption of energy, reduce maintenance costs, and promote sustainability.

It is recommended that streetlights be provided on all the Redevelopment Area streets, at a center-to-center spacing of at least 35 feet. Banner brackets should be provided on alternating streetlight poles along Washington Avenue and the gateway area of the Route 31 corridor. The type of streetlights provided in the Route 31 gateway area should be a taller, "highway-style" and more contemporary. The lighting levels of both the varieties of streetlights should provide a feeling of safety while creating a pleasant atmosphere.

3. Benches:

Benches are a vital part of any relaxed comfortable pedestrian-friendly streetscape and give pedestrians a place to rest and/or watch the activity on a street. Benches should be placed throughout Washington Avenue, parks and plaza areas and locations that attract a high level of pedestrian activity. The Model FR-7 Goblet Series bench (metal with wooden slats) by Victor Stanley, Inc. or equivalent is recommended.

4. Trash Receptacles:

Trash receptacles are necessary to create a clean, orderly pedestrian-friendly environment. It is recommended that trash receptacles be placed throughout the Downtown. Model SD-42 Iron Sites Series by Victor Stanley, Inc. (or equivalent) is recommended.

5. Bicycle Racks:

It is recommended that bicycle racks be supplied throughout the Redevelopment Area. Bicycle racks will be especially important in the Downtown, given the proposed intensive mixed-use development. The Bike Hitch by Dero (or equivalent) is recommended.

6. Public Art:

Public art is a common denominator of many high quality public spaces. Public art includes statues, murals, fountains, and art installations. Innovative use of public art is encouraged. This Plan recommends that public art be strategically included throughout the Redevelopment Area.

This Plan recommends the incorporation of public art: as part of the proposed public plaza on Washington Avenue in the center of the block between School Street and Belvidere Avenue; on the four corners of the intersection of Washington Avenue and Route 31; and within proposed park area in the interior of Sub Area 4. It is recommended that public art incorporate the unique identities of the Borough.

7. Wayfinding Signage:

Signage is a crucial design element that will contribute to the public perception of the Downtown. Signage should be designed to attract visitors to the area and to orient them once they have arrived. Wayfinding signage, street signs, historical signage, and banners should be presented as a unified package that serves an aesthetic and functional purpose.

It is recommended that the Borough adopt a uniform signage system. Uniform signage will provide a visual cue to visitors that they are in the Borough. The signage system should be consistent, utilizing a similar color scheme and typeface, and should be unified by a recognizable logo. The Borough's Historical Society may be consulted in incorporating an iconic image of the Borough in all of its signs. Such an image should be instantly recognizable and should reinforce the Borough's unique identity.

i. Wayfinding Signs:

Wayfinding signs direct residents and visitors to important cultural, recreational and governmental destinations. Wayfinding signage should be placed throughout the Main Street corridor and at key gateway locations, such as the Route 31/Washington Ave gateway. From Route 31, travelers should be directed to other significant destinations in the Downtown. Wayfinding signage along the Washington Avenue corridor should direct travelers to the Borough’s other destinations, especially the public parking areas within the Redevelopment Area.

Parking area information signs should be integrated with the signage system of the entire Redevelopment Area, and limited to those that provide information pertaining to direction, identification of area in which parked, identification of pedestrian and motorist exits, warnings about clearance, oncoming traffic, and parking rates. All parking area signs must be easily readable.

ii. Informational Sign:

In order to educate residents and visitors alike about the Downtown, it is recommended that the Borough install an informational signage system. These signs would be placed at significant historic sites throughout the Downtown, especially on Washington Avenue. The signs would contain a short, informative message about the date of construction, significance of the site, and the intended use of the site. Suggested sign locations include:

- Corner of Washington Avenue and Broad Street.
- Eastern Gateway within proximity of the Church on Washington Street.
- Western Gateway at the corner of Washington Avenue and Lincoln Avenue.
- In the Borough Hall/Post Office area.
- Corner of Broad Street and Youmans Avenue.

iii. Street Signs:

Street signs should be considered as part of the overall signage system and should be consistent with other signs in terms of color and logo. They should be clear, bold, well placed and aid in the safe and effective circulation of motorists.

iv. Banners:

Banners are an important component of any signage system. Banners create a festive and lively street atmosphere and they reinforce identity. It is recommended that two different banners be used in the Borough – a ‘Downtown Washington Borough’ banner and another along the Route 31 gateway area. The banners should be complimentary but easily differentiated from one another.