

SIGN/FACADE SPECIFICATION

Date Filed _____

APPLICANT

BLOCK _____ LOT _____

Name _____ Business Name _____

Address _____ Business Address _____

_____ Ramsey, New Jersey

Phone Number _____ Former Tenant _____

SIGN

AWNING

Store/Business Frontage _____ Ft.

Size of sign _____ Size of signage _____

Illumination Yes _____ No _____ Illumination Yes _____ No _____

Type and Hours _____

Construction

Construction

Material _____ Material _____

Colors _____ Colors _____

(Provide paint chips and fabric swatches)

Proposed changes to building façade _____

For **EXTERIOR BUILDING/FACADE RENOVATION** attach drawing/rendering and explanation.

The applicant must submit **TEN** (10) sign specification forms, **TEN** (10) color photographs of the current site and **TEN** (10) colored renderings of the proposed sign/awning indicating letter style, size of sign, and proposed colors.

Design Review Board Recommendation:

Zoning Checked By: _____ Date: _____

Approve _____ Referral for Variance _____ Other _____

cc: J. D'Agostaro
R. Venturini

Chairman, Design Review Board

PLEASE READ BEFORE ENTERING INFORMATION ON APPLICATION

The Ramsey Design Review Board strives to create an ambiance in our town that conveys good design, warmth, and hospitality while preserving the best of our historical past. We would like to promote attractive and inviting commercial/business districts that will enhance the appearance of our town and the value of both business and residential property.

The following points should be helpful in preparing an application for sign and/or façade approval:

- Photographs of your business site and the adjacent properties are required when reviewing your application. Photographs will be kept on file and cannot be returned.
- A sign should be simple but well designed. Wording should include the name of the establishment. There shall be no advertising, no phone number and no e-mail address on the sign.
- A sign must have no more than two (2) predominant colors that should be colonial or historical colors (for example - brick red or burgundy, not bright red; forest green, not lime green). Colors for building exteriors should be neutral to reflect the “turn of the century” period.
- Lighting, if any, must be external, not internal illumination, except sites in the B-3 zone that front on Route 17 where internal illumination is permitted.
- Most desirable materials for signs are wood or bronze; individual letters against a brick, wood, or stucco backdrop are highly favored. Awnings constructed of fabric rather than vinyl are preferred.
- Section 34.7.3(e) Title XXXIV of the revised General Ordinances of the Borough of Ramsey prohibits neon signs.
- *Any changes in building façade or colors must be submitted for approval. Renewal of existing sign or façade without any changes does not need approval.*

The Design Review Board meets on the 4th Tuesday of the month at 7:30 PM. **To be on the agenda, applications must be received by Thursday of the week before the meeting.** In order to process an application, the applicant must appear at the meeting. If a sign company has been engaged to prepare the sign, the applicant should provide the sign company with a copy of the guidelines listed here.

The application should be filed with the Zoning Officer who will determine compliance with the borough ordinance. A conforming application will be forwarded to the Design Review Board. If the sign does not comply, the Zoning Officer will contact the applicant directly. Once the conforming application is sent to the Design Review Board please contact Kelly Sylvester (201-825-3400, x221) with any questions. Please do NOT contact the zoning officer after submission.

Compliance with the sign ordinance and the recommendations on this application will expedite the approval process.

Ramsey’s origins are from the turn of the century (around the year 1900). The goal of the Design Review Board is to promote the best of that era in architecture and signage. “Turn-of-the Century” has become the theme of the ongoing downtown renewal.

