



Haddon Avenue Facade Design Guide



Acknowledgments

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Special thanks to all of the community members who participated
in meetings, completed surveys, and provided input on this plan.

Parkside Business & Community In Partnership Inc.

For 20+ years, PBCIP has served as the community development corporation for the neighborhood, focusing on the shared community vision for a transformed and revitalized neighborhood where “everyone can thrive”. PBCIP has engendered strong support of the residents and business owners in Parkside and is truly a grass-roots organization that channels the interests and concerns of its residents and City of Camden.



Consultant

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Introduction

Storefronts are highly visible components of any Neighborhood Preservation Program's streetscape, with a mix of architectural styles and treatments. This Facade Design Guide seeks to bring variety, uniformity, and visual appeal to the Haddon Ave Corridor in Parkside, Camden.

Variety adds value and is the key to making businesses more noticeable and exciting. While some uniformity may be helpful in reducing overall construction costs, business owners along Haddon Ave are encouraged to imaginatively explore the relationship of their type of business and how that type translates into a unique storefront treatment.

Improving the visual appeal of a storefront can often be accomplished with minor improvements and by removing elements that have been inappropriately added over the years. In some cases, however, renovation may require more extensive work. In either case, an attractive visual presentation is desirable to draw customers to the establishment and increase the likelihood of business success.

Commercial and mixed-use districts like Haddon Ave derive their identity from both the storefronts, buildings, and the businesses that they contain. The guidelines and recommendations below will help the district and its businesses make the most out of their appearance and become more successful economically.

The Haddon Ave Design Guide was funded by the NJ Neighborhood Preservation Program (NPP). The Neighborhood Preservation Program Storefront & Façade Design Standards was used to inform this design guide.

Purpose & Intent

The Haddon Ave Facade Design Guidelines are a set of practical design recommendations for property owners, business owners, and architects to refer to when renovating a facade or constructing a new building on Haddon Ave. These guidelines will also be part of a required review process to receive funding through Parkside Business and Community In Partnership, Inc (PBCIP)'s Small Business Facade and Property Improvement Program.

The Haddon Ave Facade Design Guidelines aim to:

1. Improve the overall visual quality of the Haddon Ave Corridor.
2. Help maintain an attractive look and feel of the local historic architecture.
3. Protect the existing historic character of the corridor.
4. Improve the pedestrian experience and neighborhood atmosphere
5. Help to streamline the design approval process PBCIP's Small Business Facade and Property Improvement Program.

Haddon Ave in Parkside

Parkside is a predominantly residential neighborhood located just southeast of downtown Camden, New Jersey. Anchor institutions – Virtua Our Lady of Lourdes Medical Center, Campbell's Soup Company, Cooper Hospital, and Parkside Business and Community in Partnership (PBCIP) – have their roots in the neighborhood or just outside it. Large riverfront green spaces form the east and south borders of the neighborhood, while Haddon Avenue serves as the neighborhood's main commercial corridor and western edge.

The Haddon Avenue commercial corridor has a mix of residential and commercial uses. It extends approximately one mile from Vesper Boulevard to the southeast, to Pine Street to the northwest. Haddon Avenue passes through the Parkside, Whitman Park, and Gateway neighborhoods of the City of Camden and serves as the dividing line between Parkside and Whitman Park.

The Haddon Avenue Corridor is the commercial heart of Parkside. It's location right between downtown Camden and the nearby bustling downtown corridor in Collingswood makes it's a perfect location fostering local businesses. Its revitalization could bring critical resources and amenities to neighborhood residents as well as opportunities for locally focused economic growth and employment.

How to Use This Guide

Each section of this guidance refers to a different façade component. Under each component, there is a description and a list of encouraged and discouraged improvements. Only improvements that are within the “encouraged” section will be funded through PBCIP’s Small Business Facade and Property Improvement Program.

PBCIP Small Business Facade and Property Improvement Program

The PBCIP Small Business Facade and Property Improvement Program provides matching grants to

commercial property owners and business owners willing to renovate the street-front exteriors of their structures.

The grant program will reimburse property owners up to 50% of the cost of the project in amounts ranging from \$5,000 to \$10,000 for completed work. The improvements will be consistent with the established design guideline for the corridor.

The business owner, or other responsible party, will be required to submit the completed application to PBCIP for review.

Facade Improvements Tips

Less is more

The simpler your design, the better. Too much visual clutter makes it difficult for the passer-by to see your individual business and take notice. One well-placed sign is often the most attention-grabbing. Let the historic details of the building speak for themselves.

Choose good materials

Cheap materials break down quickly and need to be replaced or else your business begins to look shoddy, discouraging shoppers from entering. It is more economical to use quality materials up front and not have to replace them shortly thereafter.

Make it easy to see into your store

Let your merchandise and in-store experience speak for itself whenever possible. Too many signs in the window obstruct views that invite customers into stores and make for a more secure environment. Typically, a storefront should have 70% or greater transparency. Never use glass in your storefront that is tinted. Tinted glass makes it hard for anyone walking or driving by to actually see in your business, costing you customers and sales.

Include Inviting lighting

Think about including inviting lighting when and where possible, both inside the storefront and on the exterior of the building. If done well, lighting draws attention to your business and makes the entire street more enticing.

Paint is your friend but...

Painting historic and other details of your building and storefront will highlight the building's character and market your business. Paint is appropriate for wood surfaces and stucco; however, do not paint over historic bricks and other masonry, particularly on façades. Along Haddon Ave, specific colors are recommended for your business to be consistent with the surrounding neighborhood.

Removing is often better than adding

In many cases, beautiful historic buildings have been covered up by other materials. Sometimes simply stripping that covering away reveals beautiful detailing that will draw attention to your store. Likewise, do not cover over the historic materials of the building you have – leave bricks, transoms, and cornices uncovered, for example.

Know who you're hiring

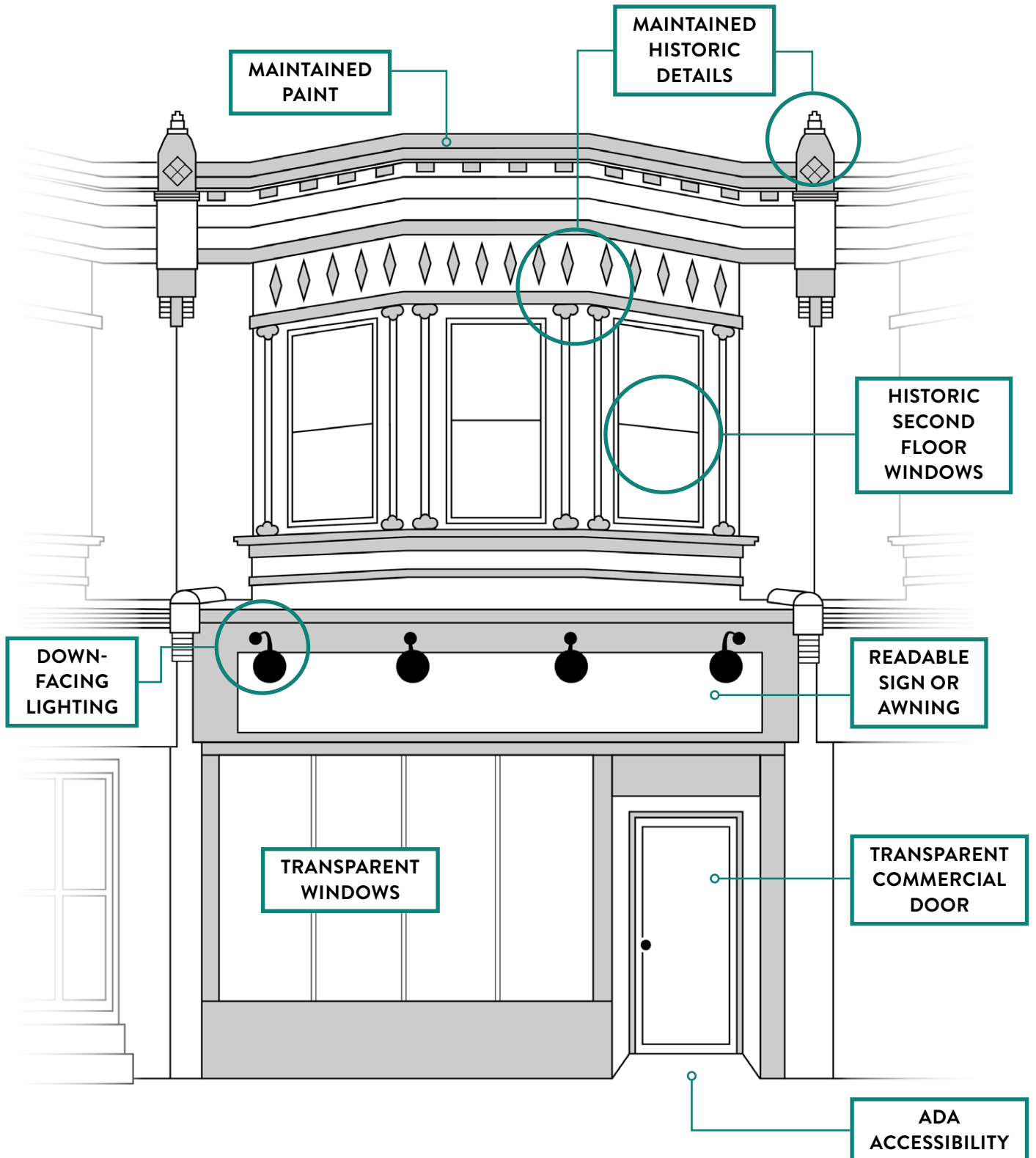
Most work, including awnings and signs, requires a permit from the municipality. Contractors should all be licensed. Choosing a reputable contractor and ensuring that they are aware of the zoning regulations will help you avoid unnecessary fines. Just because someone else on your block has a particular awning or sign, doesn't mean that it is the best look or even legal.

Proper maintenance goes a long way and, in the end, will help your bottom line

Keep your windows clean and your signs and awnings in good repair. A fresh coat of paint is a good investment.

Anatomy of a Haddon Ave Building

A storefront is composed of a series of components that work in unison, as seen below. Each of these components will be discussed in detail in the following sections. Not all buildings along Haddon Ave have all these architectural elements, but these storefront components should translate to most building types.



Quick Guide: Parkside's Facade Improvement Program

The PBCIP Small Business Facade and Property Improvement Program provides matching grants to commercial property owners and business owners willing to renovate the street-front exteriors of their structures.

How much funding is available?

The grant program will reimburse property owners for improvements depending on their annual net earnings.

- Business owners with less than \$250K net earnings contribute \$1,000 for improvements (5:1 match). Their contribution should be conveyed in the form of \$500 application fee and \$500 notice to proceed payment. All dollars must be re-invested in rehab of storefront.
- Business owners with earnings \$250K+ should contribute at 1:1 match.

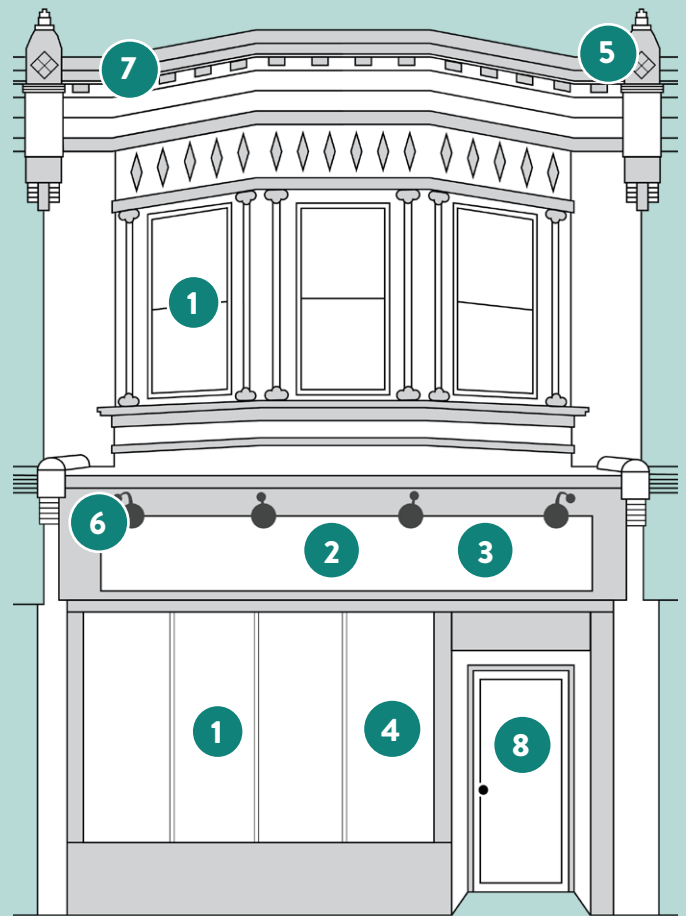
Business owners are encouraged to apply for Urban Enterprise Zone (UEZ) funding to supplement these funds. This requires becoming a member of UEZ. Find out more at: <https://www.nj.gov/dca/affiliates/uez/>

Who is Eligible?

- Property owners of commercial/mixed-use structures and building tenants, with leases of more than one year in length. Tenants will need written approval from building owners.
- Properties that are used in whole or part for service or commercial activities.
- Located along Haddon Avenue between Pine Street and Euclid Avenue.
- Must be up to date on all tax payments.

What are the requirements?

- Consistency with the Storefront Façade Design Guidelines.
- Consistency with the goals of the Parkside Neighborhood Plan.
- Must use one of PBCIP's approved contractors, or get the desired contractor pre-approved before construction begins.
- Approval before starting construction. If work begins before application or approval, funding will not be provided.



Frequently Funded Improvements

1. Windows

- Transparent glass and window display
- Paint window frames

3. Signs

- Legibility and clarity
- Illuminated signs from above or below

5. Cornices

- Maintain and restore historic cornices

7. Color

- Limit color to three distinct colors.

2. Awnings

- Canvas or metal awnings
- Retractable or fixed-type awnings
- Basic business info on awning

4. Security

- Remove or replace roll-down grates with wire-mesh grates
- Electronic alarm systems

6. Lighting

- Illuminate interior displays
- Exterior mounted lights

8. Doors and Storefronts

- Clear, transparent doors
- Disability access

Applying the Design Guidance on Haddon Ave



Design Guidance

Windows

Display Windows

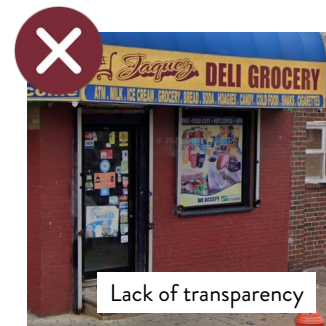
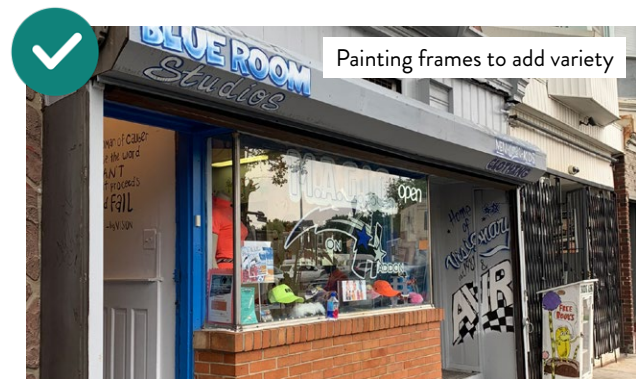
Display windows are the greatest marketing opportunity to attract the attention of those passing by and to generate new sales. Highly successful storefronts use transparent glass that allow potential customers who are walking or riding by to see that the store is open for business and that the business owner is competitively offering quality merchandise.

Storefront transparency during both daytime and nighttime hours is critical. Visibility during both periods is important for continuous marketing and branding of the business, as well as promoting a sense of safety in the business district.

Frequently changing displays help to market the variety of goods and services offered in your business while also giving your business character and interest. The original size, division, and shape of display window areas should be preserved when possible. Creative and thoughtful innovation, however, is desired and strongly encouraged.

Encouraged

- Restoring or increasing the percentage or amount of transparent glass on a storefront. 70-80% transparency is ideal.
- Replacing dark tinted or textured glass with clear glass, when possible, to increase visibility into the business and to reduce the need for additional lighting for displays and to show the passersby that the store is actually open.
- Matching new windows to originals.
- Preserving historic features such as frames, special glazing, and decorative moldings.
- Aligning window heights and unifying window sizes when appropriate.
- Painting window frames to add visual variety and interest.
- Using aluminum or wood frame windows that provide thermal insulation and prevent condensation.



Discouraged

- Preventing visibility into display areas by covering, tinting, or blocking a display window.
- Obstructing views into a business by using glass block, woodwork, paint, signage, lowered ceilings, shelves, refrigeration units, cases, posters, or other items except products being temporarily marketed by the business.
- Removing historic windows or window components when restoration and maintenance are possible.
- Using less durable materials such as Plexiglas.
- Failing to maintain and repair broken or boarded display windows.

Second Story Windows

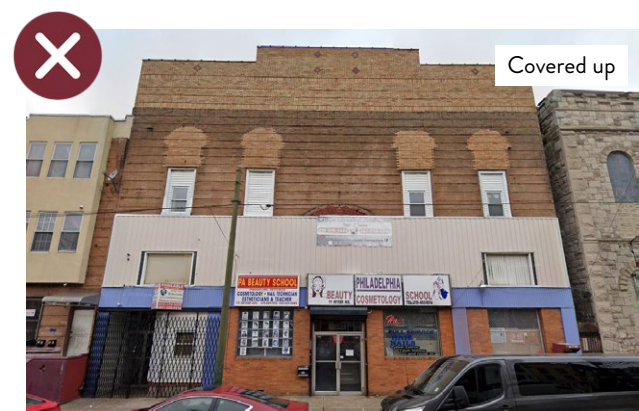
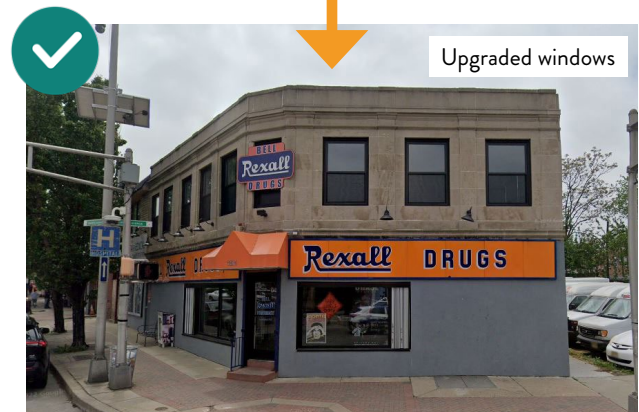
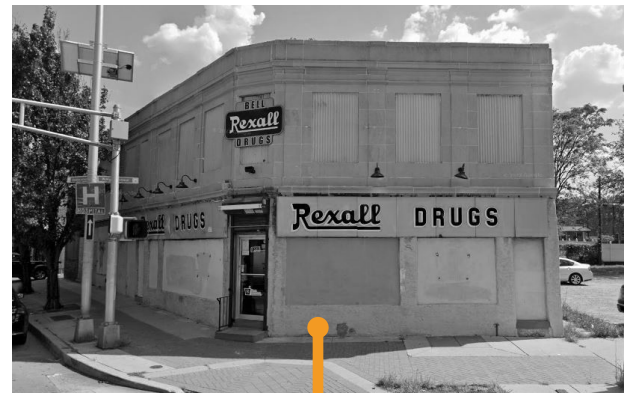
Upper story windows are the series of windows on the façade above the storefront. They typically are windows to apartments or other residential uses but may also serve office and other non-retail functions. Where possible, these windows should be restored to enhance the building's image.

Encouraged

- Restoring or maintaining the historic pattern of upper story windows – consistent with surrounding buildings.
- Painting the window sashes and trims with accent colors that coordinate with the storefront, cornice, and other existing architectural details.
- Restoring stained glass panes in upper story windows where appropriate and feasible.

Discouraged

- Covering upper story windows with paint, signs, awnings, or wood panels, either on the interior or exterior of the windows.
- Filling or covering upper story windows with masonry, glass block, wood, ventilation/mechanical systems, or other non-transparent materials.



Signs

The character of your storefront signage and that of your neighboring businesses contributes tremendously to how your business and the overall Haddon Ave business corridor is perceived. Beyond windows that allow customers to see what you are offering; signage is by far the most important element of your storefront. Signage makes a strong and dynamic first impression and can be a creative demonstration of your business' personality and attitude.

The size or number of signs does not correlate with attracting new customers. Instead, bigger or cluttered signs can be confusing and discourage new customers.

On average, people walking or driving perceive only up to four (4) words or symbols on a storefront. The best signs rely on strong graphic character and few words. The best graphic character is achieved when there is a definite contrast between background and text colors. The best location for signs is typically centered over the storefront or the door into the business.

Characteristics of a good sign

Signs need not be large, over-illuminated, or be expensive to be effective, but should have the following characteristics:

LEGIBILITY: signs must be readable with simple lettering style.

CLARITY OF WORDING: the message should be clear and simple so the reader can easily absorb it.

PLACEMENT: the sign should be placed where it is easily seen. On most buildings, the best place for a sign will be above between the first and the second floors.

ATTRACTION: some element of the sign should catch the eye and hold it long enough to get the message across.

DURABILITY: the materials and construction of a sign should weather well to present a positive, well-kept image.



Types of signs

FLUSH SIGNS are generally meant to be viewed from a distance. This includes sign bands and 3-D fixed signs. These signs are visible when you are directly facing a structure's facade, or from across the street. This type of sign ideally should be placed on a vacant panel above a door or display windows.

BLADE SIGNS are primarily meant to attract the attention of pedestrians because they hang over the sidewalk. These signs are most effective when used on buildings that abut a sidewalk.

SIGNS ON AWNINGS and canopies are both functional and decorative. They provide sun control for merchandise in the display windows and shelter for pedestrian shoppers. An added feature of awnings and canopies is that they bring the tremendous appeal of color, not only to the individual building and store, but to the entire streetscape. (For more guidance, see awnings section)

WINDOW SIGNS are applied on the inside of a display window or door. Generally, the viewer would need to be relatively close to the sign for viewing but will depend on a structure's window configuration.

Recommendations

Encouraged

Replace, repair, and maintain:

- Replacing, repairing, or installing signs that are appropriately scaled for your buildings and storefront.
- Maintaining and restoring historic signs.

Creativity and Flexibility:

- Exploring creative graphics and materials that maintain high standards in legibility and character.
- Building flexibility into signage components to allow for changes or upgrades. Installing signs on the frieze or sign band, windows, doors, awnings, or other architecturally appropriate location.

Materials and Color:

- Using durable wood, painted plastics, metals, or prefabricated pin mounted letters.
- Installing painted metal or wood signs.
- Exploring bold and vibrant colors that fit with the cultural styles of the community, still according to good graphic design practice (see colors section).

FLUSH SIGN



BLADE SIGN



AWNING SIGN



WINDOW SIGN



Location and Types:

- Installing fin or blade signs, projected from the building wall, to identify a business to those passing by walking or traveling parallel to the storefront.
- Establishing a sign band on buildings that may not have a clearly demarcated area for signs.
- Painting window signs that act as a secondary signage location or that provide an additional level of information about the business, such as store hours or types of services.
- Recommending three-dimensional, fixed signs that include an icon of the business type or are the business name and/or logo.
- Installing signage above the rooftop.
- Painting signs directly onto the building surface.

Lighting:

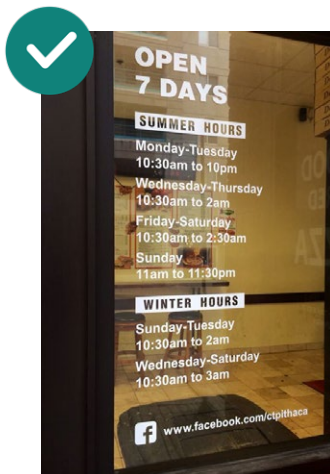
- Illuminating signs from above or below. (Backlit box signs are strongly discouraged.)
- Using neon signs, if appropriate to business type, to indicate a business name or trade, but not to advertise products or sales.

Additional signage:

- Open and close, listing business hours, and clearly marking the address numbers to make it easier to frequent a business
- Sandwich boards or other outdoor signs if they align with the other design guidance.

Compliance:

- Complying with signage regulations in the municipality's Sign Code.



Discouraged

Clutter

- Applying too many signs to your storefront or building.
- Including too many words on a sign, including descriptions of the products for sale, that make it cluttered and hard to read

Low Visibility

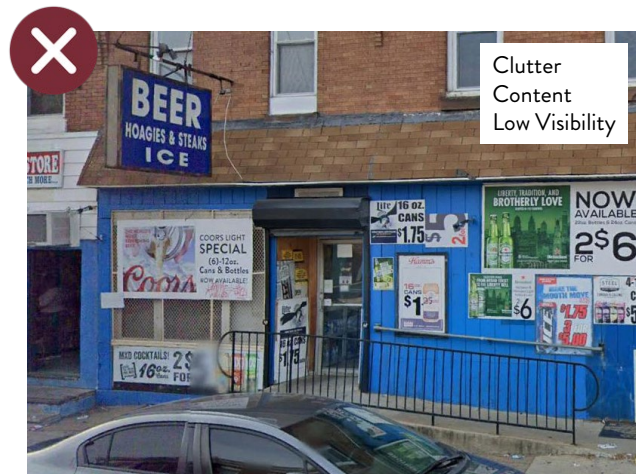
- Covering windows, cornices or decorative details with signs or any other element. Blocking visibility into your storefront with signs, shelves, or other obstruction.
- Covering or concealing the sign.

Content

- Advertising branded alcoholic, tobacco, or other merchandise in general.
- Maintaining obsolete advertisements or other temporary signs.

Lighting

- Installing internally-lit plastic or plastic faced signs. (For example, backlit box signs.)



Awnings

Awnings are canopies made of canvas, metal, and other materials and are used to shelter people, merchandise, and the display windows. They are typically installed above storefronts, doors and/or windows. Awnings should fit within the overall storefront and building's organization. Ideally, they should fit within or just over window openings.

Awnings are particularly useful in shielding south facing storefronts, outdoor seating areas, and entrances from heavy sunlight exposure. Awnings on north-facing facades are not the best use of funds given the negligible amount of northern sunlight exposure. In this case, a sign may be a better choice to display the business's name.

As with signs, excessive use of awnings can significantly reduce the appeal and diversity of storefronts. Other methods for achieving sunlight control and weather protection, such as blinds or shades, can be explored. This helps to increase visual diversity within a block and/or business district. Awnings can be used to effectively enhance a storefront by adding color, pattern, and texture.

As with all storefront elements, particular attention should be given to maintaining the awning and information it displays. A less cluttered sign on an awning will be more successful.

Encouraged

- Canvas or metal awnings.
- Using individual awnings for individual storefronts in a building so that the building's structural frame, detail and rhythm are readable. This also helps to define the extent of an individual store and to establish better business identity.
- Installing retractable or fixed type awnings.
- Illuminating storefronts and sidewalks from beneath an awning.
- Designing creative awning shapes that are complementary to the overall building.
- Locating signage about the business' products or service on the valance of the awning.
- Using a consistent size, profile, and location for awnings on a single building with multiple storefronts. Font styles may vary from business to business.

TRADITIONAL AWNING, METAL



TRADITIONAL AWNING, CANVAS



BULLNOSE/WATERFALL AWNING



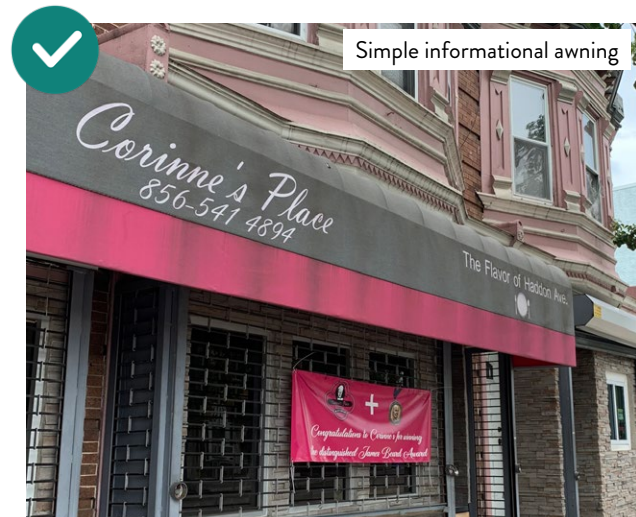
RETRACTABLE AWNING



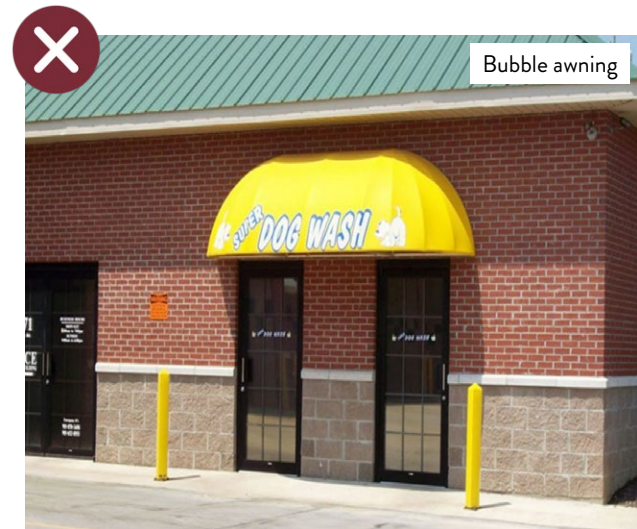
- When using an awning for signage, considering orientation of signage to pedestrian traffic.
- Using colors that are consistent with the design guide (see the color section)

Discouraged

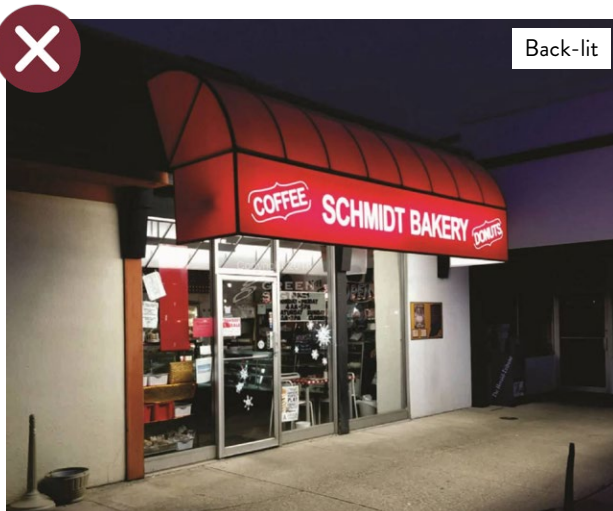
- Backlighting or internally illuminating plastic awnings.
- Applying large signage on the sloped portion of an awning.
- Concealing architectural details including transoms and storefront cornices with awnings or other elements.
- “Faux” shallow awnings that do not provide any shade to the business
- Using a material other than canvas or metal, including vinyl or plastic.
- Using “bubble awnings”. These are effectively signage extensions and do not serve a functional shade or weather protection purpose.
- Cluttering the awning sign with too many words and descriptions of the business



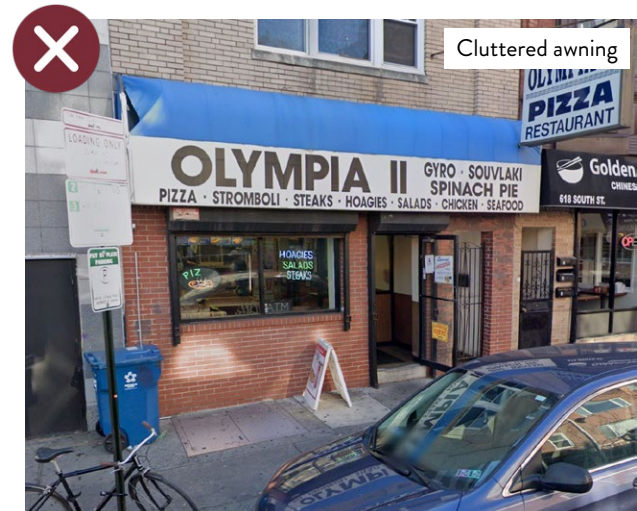
Simple informational awning



Bubble awning



Back-lit



Cluttered awning

Doors and Storefronts

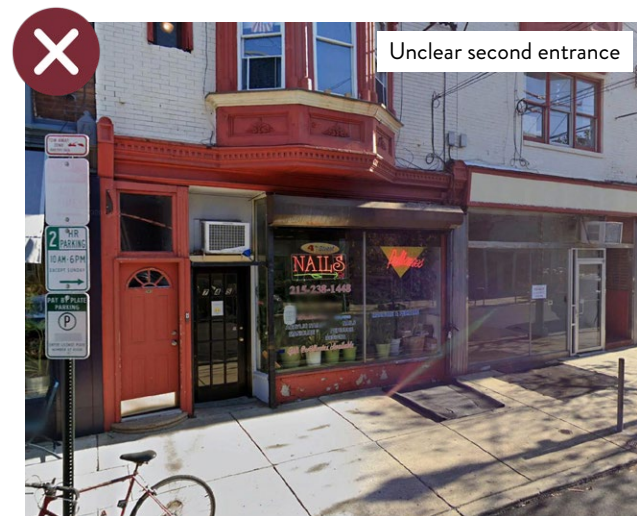
Doors are best recessed from the storefront wall so that customers are shielded from weather upon entering or leaving your business. The municipality has building codes and accessibility requirements for storefront doors. All new installations must be in compliance with these requirements.

Encouraged

- Restoring or replacing residential-style doors with appropriate commercial doors.
- Installing storefront doors made of non-tinted glass or containing significant clear glass to allow additional visibility into a business.
- Adding new doors when required to meet disabled accessibility laws.
- Maintaining the continuity of storefronts on the primary business street by locating loading and service entrances on the side or rear of a building where possible.
- Installing new and maintaining existing durable wood or metal frame doors that can be painted a variety of colors to emphasize the business entry while adding visual interest.
- If a separate residential door is required on the first floor, use an appropriate residential door to distinguish between the entrances

Discouraged

- Adding new doors that are not required by code and which are inconsistent with the building and/or storefront image. Sealing or closing off existing entrances or doorways with any material.
- Blocking doors with merchandise or any other obstruction.
- Installing doorways that swing out directly onto sidewalks.
- Covering or replacing glass door panels with any opaque substance or material that would prevent or limit visibility.



Cornices

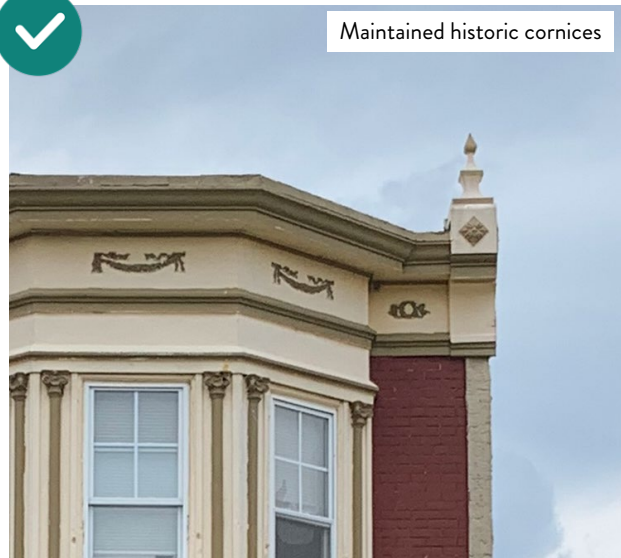
The cornice decorates the top of the building and may be made of metal, masonry, or wood. The cornice serves to bring the pedestrian's eyes back down to the storefront by creating a prominent "limit" to the height of each building. Cornices add distinct character and an aesthetic rhythm to the commercial district. By highlighting cornices and synchronizing them with the storefront the business truly appears to "own" its building.

Encouraged

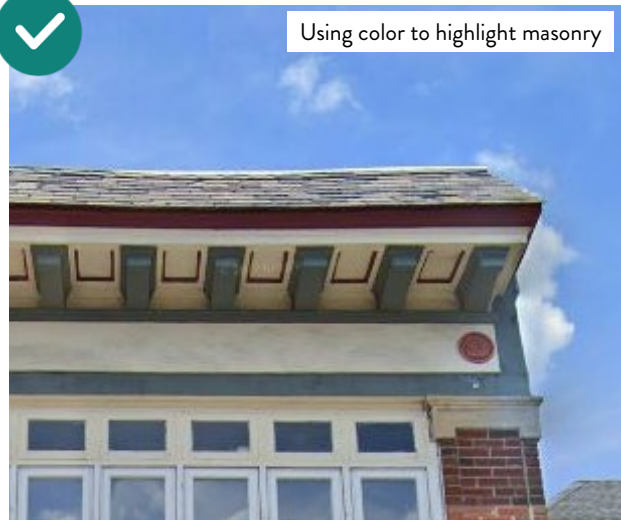
- Maintaining and restoring historic cornices.
- Adding replica cornices if the original is no longer there.
- Using colors that tie into the storefront to highlight the cornice unless it is made from masonry.

Discouraged

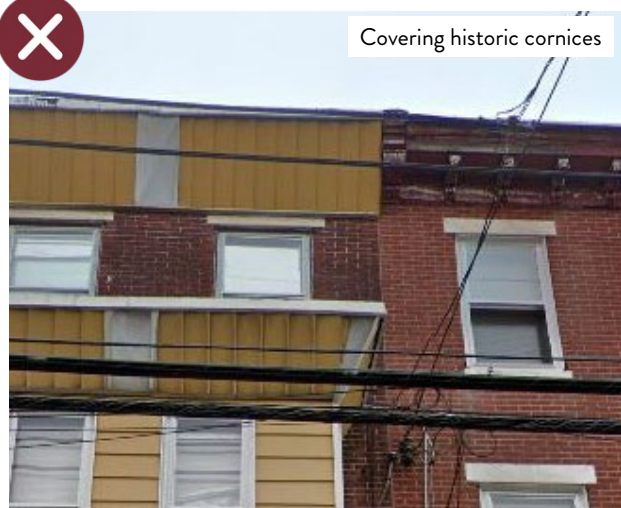
- Removing historic cornices.
- Placing signage or otherwise hiding the existing cornice.
- Painting masonry cornices that not been painted before.



Maintained historic cornices



Using color to highlight masonry



Covering historic cornices

Colors

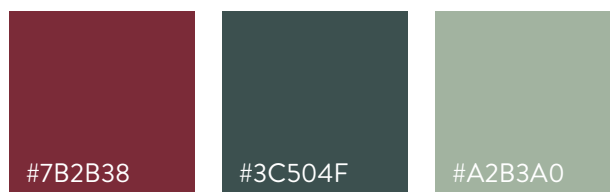
Selection of color is one of the most important improvement decisions that you can make for your business. The color selection ultimately becomes an integral part of your brand and marketing strategy for your business. To provide some ease in choosing colors for awnings, signs, and other façade elements, a range of colors have been provided in this plan that are inspired by the history, culture, and existing businesses along Haddon Ave. The colors include both traditional and vibrant tones to allow for flexibility.

When choosing which colors, remember that simplicity is the best option. The number of different colors used should be kept to a minimum, typically one, three or five, with stronger colors used to highlight architectural and storefront details. Painting masonry that has not been painted before is strongly discouraged. However, for those masonry buildings that have already been painted, a simple change of color is a visual but inexpensive way to dramatically improve the appearance of your business.

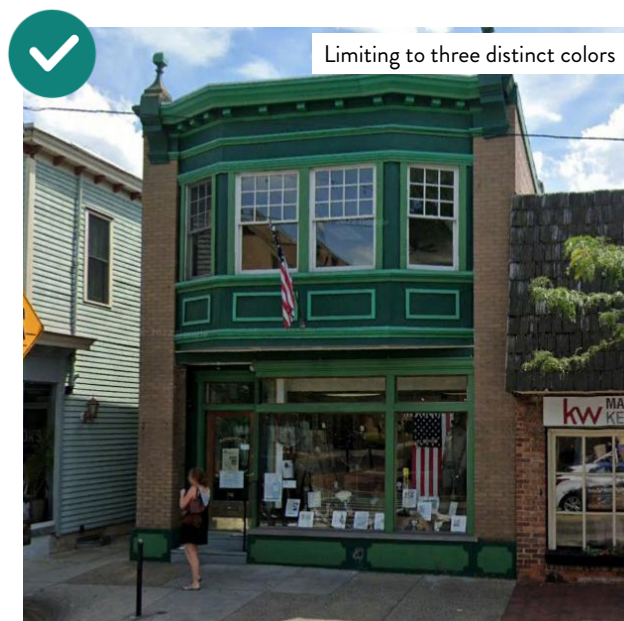
Encouraged

- Selecting paint colors that complement the color of the larger building.
- Limiting color to three distinct colors.
- Coordinating the colors of all storefront components as a marketing tool for your business.
- Using paint colors to accentuate architectural details and storefront elements such as dentils, rosettes, cornice lines, etc.
- Exploring how painting storefronts or buildings in selective locations might increase the visibility of a business without seeming inconsistent or out of character with others in that district.
- Installing pre-painted metal window and door frames and lighting fixtures that fit with your business band and color theme.
- Utilizing paint to bring creative local flair to your storefront, as long as it is consistent with the rest of the encouraged guidelines.

PRIMARY COLORS



ACCENT COLORS



Discouraged

- Painting masonry (particularly brick facades) that has not been painted before.
- Failing to maintain painted or other colored storefront elements that have faded, peeled, or flaked due to weather conditions.
- Selecting colors that detract from the overall image of the storefront and building.
- Using more than five colors.
- Using neon or reflective colors unless otherwise allowed by local guidelines and regulations.

Lighting

Lighting dramatically enhances your business and storefront appeal. It creates a greater sense of security and can promote your business in the evening hours. Renovations to your storefront could include creative lighting for signage, display windows, architectural details, and dark corners/edges of the property or street. Storefront lighting should be carefully coordinated with nearby street lighting.

Encouraged

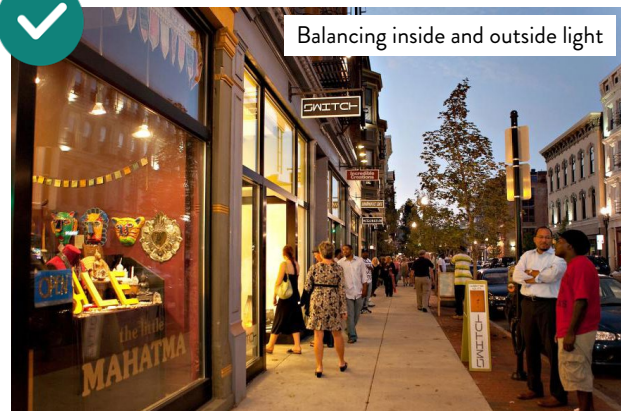
- Illuminating interior display areas with focused recessed or track lighting to promote merchandise or services inside a business.
- Balancing the amount of building lighting with street lighting.
- Using exterior mounted light fixtures selectively, i.e. sconces or downlights to enhance overall building image.
- Using lighting to illuminate signage or special architectural details.
- Concealing lighting sources as much as possible.

Discouraged

- Installing flashing, pulsating, or moving lights or lights that cause significant glare.
- Using fluorescent tubing on either the exterior or interior of the storefront.
- Using neon tubing to border windows, doors, and storefronts.
- Using a lot of light fixtures.
- Installing fixtures that when applied to the building cause too much damage to masonry or other facade material.
- Using non-commercial lighting fixtures.



Illuminating interior displays



Balancing inside and outside light



Illuminate signage with downlights



Neon tubing to border windows

Security

The security of your business and business district is very important. However, customers are more likely to patronize areas in which they feel safe. Safety operates on two levels: (1) The business owner needs to feel that their investment is protected, and (2) The potential customer needs to feel and see that the area is safe and well managed.

For example, metal bars and solid grates detract from an area's appeal and may communicate that crime is a real problem. Ironically, solid grates can also make it more difficult for area residents and law enforcement to prevent theft or other crimes because they cannot see into the businesses.

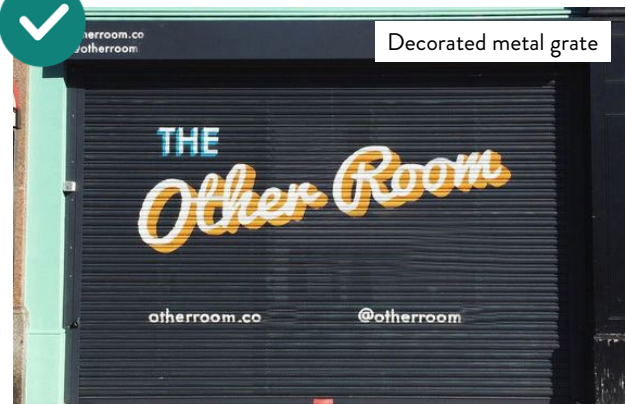
Transparent windows and doors allow pedestrians and traffic to monitor activities, even after-hours. There are a variety of glass types (i.e. clear-laminated safety glass, tempered, etc.) that provide additional layers of security, but can sometimes be more expensive. Open wire-mesh grates have gained a great deal of popularity lately because they keep burglars out while allowing potential customers and the police to see inside the business at night.

Encouraged

- Removal of exterior roll-down grates.
- Replacing exterior roll-down grates and grate boxes with open wire-mesh type security grates with a minimum of 70% transparency.
 - » Wire mesh grates must have the grate box or mechanical unit installed into the interior ceiling of the display window.
 - » Colors for all roll-down elements should be painted or purchased as black or brown to decrease their visibility so that passers-by will focus on the products or services in your business.
- Replacing old single-pane storefront windows with clear laminated safety glass.
- Installing an electronic alarm system that automatically notifies the police and the business owner.
- Using ornamental gates to secure entry areas in front of storefront doors.
- Concealing existing grate systems with an awning only when circumstances would make removal of the grate prohibitive.



Mesh transparent grate



Decorated metal grate



Solid roll-down grate

Discouraged

- Installing a solid roll-down grate.
- Maintaining non-retractable security bars on the exterior of windows and doors.
- Replacing or covering glass, display windows and doors with Plexiglas or any other material that is not truly clear and translucent.

Vacant buildings

Similar to solid roll-down metal grates, poorly maintained vacant buildings can break up the visual appeal of Haddon Ave and make the corridor seem less active than it is. Poorly maintained vacant buildings also impact the adjacent neighbors because someone walking or driving by is less likely to pay attention to a vacant building, especially group together, and may miss neighboring businesses.

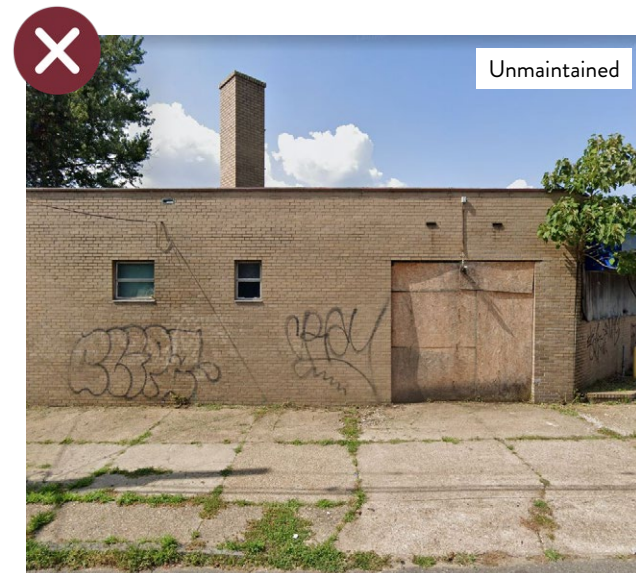
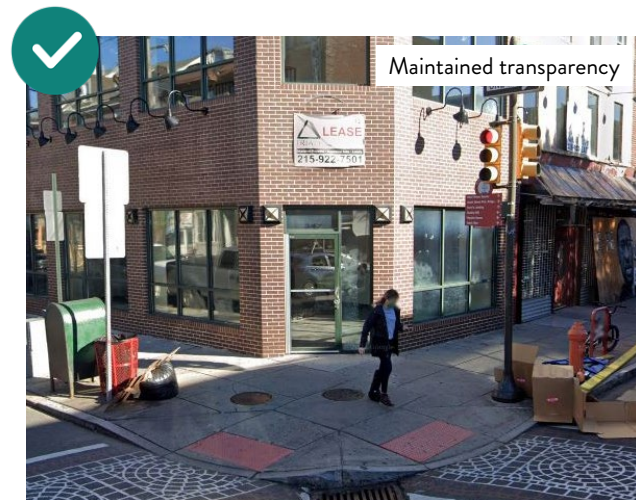
There are many concerns with vacant buildings, but the main goal of this design guidance is to enhance the curb appeal of the buildings to benefit the overall commercial corridor. Maintaining facades and bringing in vibrancy, when possible, is a great way to soften the damage done by vacant buildings and make them more appealing for new tenants or investors.

Encouraged

- Maintenance of the façade and the interior of the building as to not fall into disrepair
- Maintaining clean and transparent storefront as long as possible to display the potential to possible investors or tenants
- If necessary, board up windows and/or door to protect from the elements. Painting the boarded-up windows and/or door to bring color and liveliness to the street.
- If necessary, metal gates can be used but they should be as transparent as possible (see security section). If a solid metal gate cannot be replaced, painting it can bring color and liveliness to the street.
- Removing excess signage except for necessary information including the street number and contact information for sale or rental.

Discouraged

- Allowing the building to fall into disrepair through neglect
- Boarding up windows and doors and failing to paint or upkeep the paint
- Using a solid metal gate and not painting it
- Leaving old business signs up that display out-of-date information



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