

## APPENDIX E

POLICY AND STANDARDS FOR NEW JERSEY BLUE STAR MEMORIAL HIGHWAY, U.S. 22  
BLUE STAR MEMORIAL HIGHWAY COUNCIL

To preserve the dignity and beauty usually associated with memorials as well as to incorporate the modern conception of a living memorial that it will be useful and vital, the Garden Club of New Jersey sought the cooperation of the bordering municipalities in the development of the Blue Star Drive.

Governing bodies were asked:

To maintain or improve zoning classifications existing at the time the Memorial was created.

To grant no variances of the zoning or building codes along the Memorial route unless consistent with development of the Memorial.

To enforce local ordinances.

To adopt regulatory measures on an inter-community basis to insure an orderly development of the route.

To give gifts of land or to give planting easements bordering the highway, so as to permit the fulfillment of the planting plan of the Memorial.

To establish memorial features along the route.

Property owners were asked:

To observe the proposed standards and to cooperate in carrying out the objectives of the Memorial on a voluntary basis. ] (End)

Trends in real estate and commercial expansion have necessitated a revision of the plan for the development of the Memorial. Cancellation of easements has made advisable the acquisition of all undeveloped land. Enabling legislation in 1947 permits the State Highway Department to acquire border lands to an average depth of 100 feet. The revised planting plan of Blue Star Drive calls for selective thinning, grading and opening of vistas as well as the naturalistic planting of dogwood trees, native shrubs and other memorial features on property thus acquired.

Policy for the remaining privately owned land is to encourage an orderly development on Blue Star Drive within the pattern already established. Business as well as residential areas may be pleasing and acceptable without decreasing the effectiveness of their purpose.

The cooperation of municipalities along the Memorial Route U.S. 22 is solicited on the basis previously stated. To this end, the Blue Star Highway Council recommends certain standards: (1) general recommendations in the interest of safety, economy, and general welfare, and (2) specific sign regulations as set forth in an appendix hereto.

It is the belief of the council, as well as of consulted authorities that observance of the above recommendations will not only render the memorial worthy of the

name, but will increase property values and civic pride throughout the communities bordering the memorial route.

General recommendations in the interest of safety, economy and the public welfare.

1. A highway service zone, distinct from a business zone, should be included in zoning classifications.
2. A minimum building set back line of 50 ft. from the highway right-of-way should be required. Freestanding signs or displays of wares shall have a minimum set back of 20 ft.
3. Not more than two driveway openings of 36 ft. each should be permitted each 200 ft. of highway frontage.
4. There should be no parking permitted along the state's right-of-way except in areas designated for this purpose.
5. Provision should be made for adequate off-highway parking, preferably side or rear parking and loading areas in business zones.
6. All service yards of commercial establishments should be screened by planting or appropriate fencing or walls.
7. Utility lines should be placed underground.
8. No dumping should be permitted on land bordering the Blue Star Memorial Highway.
9. Flood or spot lighting is preferable to neon lights. Buildings should not be outlined with neon lights.
10. Sale of wares by itinerant vendors should be prohibited.
11. Only traffic and directional signs of public authority should be permitted at intersections.
12. Billboards are out of place in a memorial and should not be permitted within view of memorial plantings.

#### Recommended Sign Regulations:

1. The color red in lights, in reflecting paints, or on painted signs which are to be illuminated should be reserved for traffic or danger signals.
2. Flashing or moving signs of any character should be reserved for traffic or danger signals.
3. Two freestanding business signs are adequate for a commercial establishment. Customary small signs indicating telephone and credit accommodations and service club meetings may be permitted in addition to the foregoing. The countless array of signs given free by manufacturers should not be permitted outside of buildings. Lettering of firm names on industrial buildings is preferable to other types of signs.
4. Freestanding signs should be limited to 15 feet in overall height from the ground. If placed within the 50-foot building set-back line, the overall sign area should not be greater than 36 square feet.



5. Roof signs should be placed so as not to be silhouetted against the sky.
6. Towers or other architectural projections on buildings for the purpose of displaying firm names should be in proportion to the building.
7. All snipe signs should be removed.
8. Authorized temporary signs should be removed promptly upon expiration of permit.
9. Fabric signs should be subject to the same regulations as other signs.

Adopted October 3, 1951.