

FORT HANCOCK SIGN PLAN



DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
GATEWAY NATIONAL RECREATION AREA
FORT HANCOCK, NEW JERSEY

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I. DESIGN PHILOSOPHY

1. INTENT AND PURPOSE

The cultural landscape is a significant contributing feature in the integrity of the Fort Hancock and the Sandy Hook Proving Ground National Historic Landmark. The visual harmony of the site evolves from Fort Hancock's historic military character. The adaptive use of the Landmark as a national park site and other efforts through the historic leasing program can have a significant visual impact on the Landmark. Nonresidential tenants may wish to identify their businesses or programs through signs. National Park Service staff residents may want to erect signs for various purposes, including resident identification. *Individually and cumulatively*, these signs will have a visual effect on the character of Fort Hancock's landscape and buildings. The National Park Service is responsible for preserving Fort Hancock's historic character. Fulfilling that responsibility entails that the NPS apply policies regarding the appearance and placement of signs throughout the fort. This plan is to control signs so that any adverse effect on that character can be avoided. While the Fort Hancock and Sandy Hook Proving Ground National Historic Landmark encompasses the entire Sandy Hook peninsula, this sign plan encompasses only that portion of the Landmark most impacted by the historic leasing program. This is the area north of Guardian Park at the intersection of Hartshorne Drive and Magruder Road excluding land within the U.S. Coast Guard Sandy Hook Station. It includes not only property within historic Fort Hancock but portions of the Sandy Hook Proving Ground that later became part of Fort Hancock and land around the Sandy Hook Lighthouse that was once managed by the U.S. Lighthouse Service and later the U. S. Coast Guard. The map in Appendix B identifies the boundary for the Fort Hancock Sign Plan.

This plan provides a reasonable balance among the following factors:

- The needs of tenants to identify businesses, services, and other activities by the use of signs that are accessory and incidental to the use on the premises where such signs are located;
- The right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and similar devices and the promotion of overall good visual quality and elimination of visual clutter;
- The obligation of the NPS to preserve the historic character of Fort Hancock for the enjoyment of future generations;
- Recognition that the elimination, as expeditiously and reasonably as possible, of existing signs that are not in conformance with the provisions of this plan is as necessary to the enhancement of the visual environment and conservation of the historic character as is the prohibition of new signs which would violate the provisions of this plan;
- Recognition that instances may occur where strict application of the provisions of this plan is not appropriate, and the provision of a procedure whereby *waivers* may be granted for good cause.

2. HISTORIC CONDITIONS AND COMPATIBLE DESIGN PHILOSOPHY

Historic photos and research indicate that signs were not commonplace in Fort Hancock before it became a park in 1975. Numerous signs were not needed because this Army Post was not open to the public. Signs identifying buildings by number were present and displayed in two forms, as black text on a white background and yellow text on a red background. These were typically located at fascia and corners of buildings, above lattice on porches, and on stair risers. Other signs, now at Fort Hancock, are not reflective of, nor compatible with, the historic character.

Historically, signs were unobtrusive because of their scarcity, small size and simple design. There are few examples of historic signs that we can directly use as prototypes for compatible sign design for the new building uses at Fort Hancock. With the opening of Fort Hancock to the public, the need for signs increased considerably. Consistency and uniformity of the sign structures, colors, font, and site placement are design elements that can enhance compatibility of signs with Fort Hancock's historic military institutional nature.

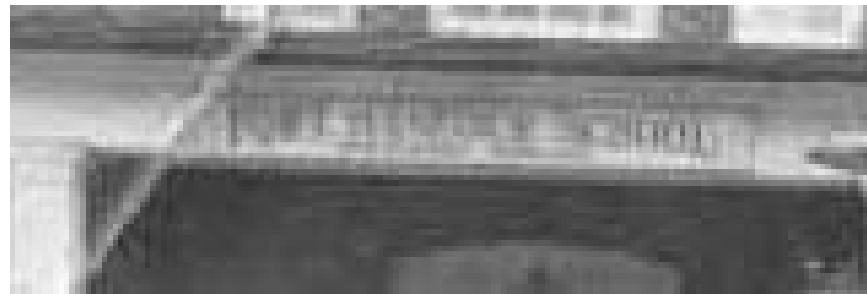


Figure 1. Historic Sign at Fort Hancock School, 1931



Figures 2 & 3. Historic signs on display in Fort Hancock Museum

The main design elements for signs as called for by this plan were selected as follows:

- Medium Clarendon font with upper and lower case letters was selected as both compatible with the historic character and permitting compatibility with the font mandated for traffic directional signs.
- The site placement is intended to minimize intrusion onto the cultural landscape and the historic scene of the building site.
- The sign structure has been derived from designs historically used at Fort Hancock and found in contemporary use at other historic military sites within the National Park System.
- The black and white colors correspond to historic Army practices for the few signs in place before and after World War II.

These design standards are intended to provide compatibility with the Fort Hancock landscape and historic character on a *Fort Hancock-wide* basis. Consequently, the design may be more compatible with some buildings or building groups than with others, but the uniformity criterion is the paramount concern for the design.

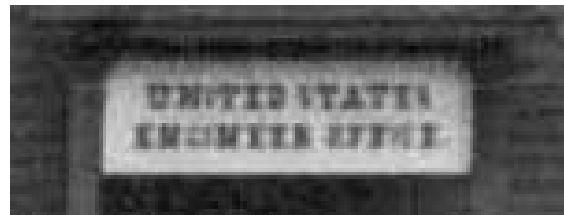


Figure 4. Sign for “United States Engineers Office” at Sandy Hook Proving Ground in 1892.

3. PRESENT CONDITIONS

The conversion of Fort Hancock from post to park has made many demands upon the sign system. The implementation of this plan will eliminate existing non-compatible signs and will prevent such signs in the future. The existing building number system provides most buildings with wall-mounted building number signs. Building number signs were on each structure historically, and some have lost their sign. The small white signs with black numerals have been in place since at least the 1950s.

The existing “number on wall” signs alone are not functionally adequate for the new building tenants at Fort Hancock. Inconsistent sign location and appearance makes the signs difficult to follow unless one is already familiar with the system. The new users will rely primarily on new signs like those prescribed in this document that identify the tenant. The existing “number on wall” signs will remain to supplement the primary sign and, in some cases, remain as part of the building’s historic character. Replacement number signs will be fabricated for buildings that have lost the historic signs.

4. SCOPE OF FORT HANCOCK SIGN PLAN

This sign plan applies to the design, construction, location, and maintenance of signs related to residential use, building and tenant identification (permanent, temporary, and portable), and commercial and special use activities in Fort Hancock. This plan applies to existing signs and to signs of new tenants and permittees.

Existing signs, in place before the date of this report, that do not conform to this plan will remain until the sign is in need of repair. At time of repair the tenant is required to remove the non-conforming sign and replace within the guidelines of this plan. When signs conforming to this plan are already installed at a building, the new tenant may choose to use existing elements, such as the sign frame, of the conforming sign, and make any necessary changes to indicate the new tenancy. In the event that the existing sign cannot be reused, tenants may be required to utilize the same location for the installation of any new sign or sign elements. Tenants are prohibited from reusing any portion of an existing sign that does not conform to this plan.

All signs erected or displayed in Fort Hancock must conform to the provisions of this plan. This includes all of the following kinds of signs: tenant identification, building number, tenant-installed regulatory, special event, temporary, banners, portable, construction, illuminated, and incidental business, except for those specifically excluded below. All tenant signs erected or displayed must conform to the provisions of this plan as per the requirements of their real estate agreement, *i.e.*, lease, concession contract, cooperative agreement or special use permit.

Tenants are prohibited from altering or enlarging any sign constructed prior to the enactment of this plan, except in conformance with this plan.

This plan applies to all Fort Hancock tenants and permittees, including, but not limited to the, National Park Service, all private sector tenants, government agency tenants, and other non-private sector entities.

The following signs are outside the scope of this plan:

- National Park Service (NPS) signs for traffic control. NPS Traffic Control Sign System–NPS 52, governs these specific signs. This plan also excludes all signs installed by the National Park Service for visitor information, health and safety issues, and direction and regulatory signs.
- Signs and sign systems used in the interior (but not visible from the exterior) of buildings.
- Temporary decorations or displays, when such are clearly incidental to, and are customarily and commonly associated with, any short-term national, local, or religious holiday or celebration.
- Temporary or permanent signs to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines, and similar devices.
- Signs displayed on motor vehicles or trailers that are operated or parked **in the normal course of business** are allowed. These include signs indicating the name of the owner or business and are located on moving vans, delivery trucks, rental trucks, trailers, and the like, provided that the primary use of such vehicles is not for the display of signs, and provided that the vehicles are parked or stored in areas appropriate to their use as vehicles.
- National Park Service Interpretive Wayside signs. These signs provide historical information to park visitors.
- Hand-held signs used for the public expression of views in the exercise of First Amendment activities under a valid special use permit are excluded from the scope of this plan.

5. REVIEW AND APPROVAL PROCESS

This plan requires tenants obtain interim approval from the Superintendent or designee before construction, placement, or alteration of any sign included in this plan. The flow chart below outlines the approval process:

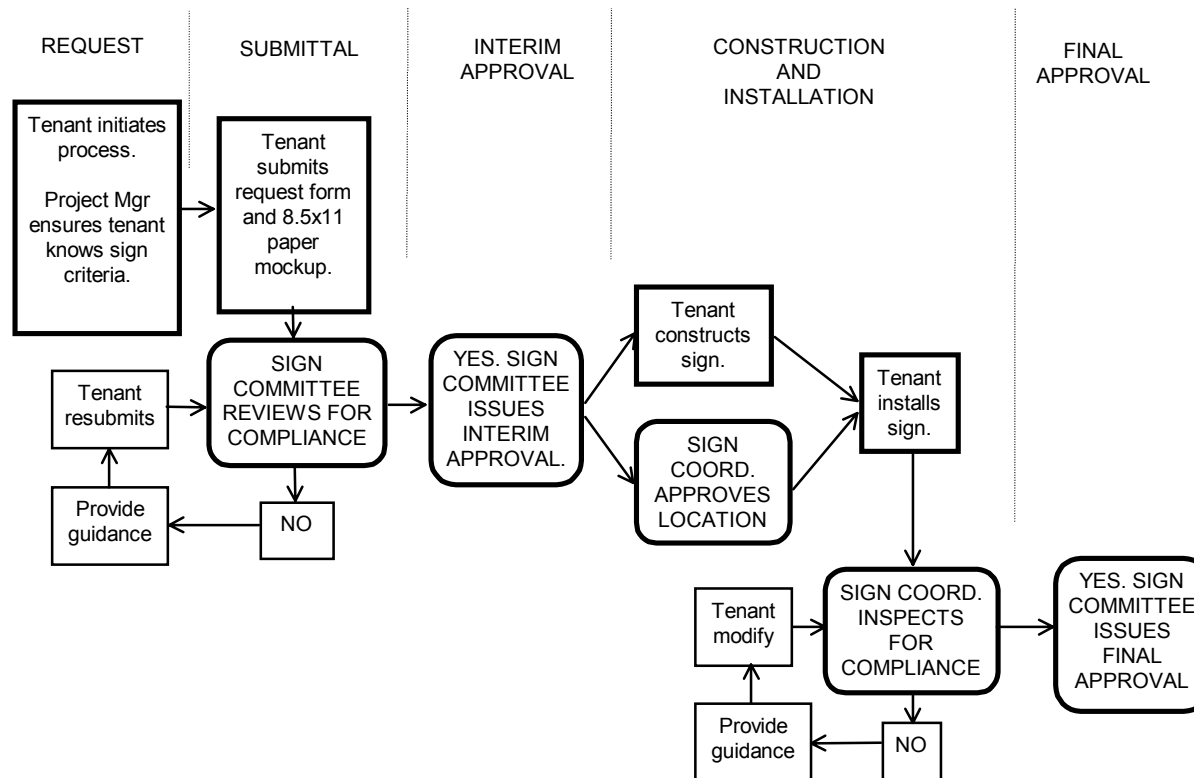


Figure 5. Flow chart for Sign Approvals

This process includes obtaining a utility and archeology clearance to dig for the sign installation, if applicable, and approval for the sign. The process may be a component of the tenant's proposals of overall building rehabilitation, or an effort limited to only to signing. For the latter, interim approval by the Park Superintendent or designee may be obtained directly. The design requirements as set forth in this plan apply under both processes. When a signed final approval has been issued, this plan requires that any further changes, relocations, modifications, or alterations must have advance approval from the Superintendent or designee. The requester must provide an 8½" x 11" reduced mockup of the signboard with the sign approval request or overall building rehabilitation design review request for project information (construction) and tenant identification signs.

II. DESIGN SPECIFICATIONS

6. NONRESIDENTIAL TENANT SIGNS

6.1. TENANT IDENTIFICATION SIGNS

Tenant identification signs (Size 1, 2 or 3 signs below) are the signs that will be used by a tenant to identify their occupancy. The Park Superintendent intends to hold the size and the number of signs to a minimum. There will be no more than 2 exterior signs at any structure under 11,000 square feet. There will be no more than 3 exterior signs at buildings over 11,000 square feet. (Note: Officers Row buildings are all under 11,000 square feet while barracks are over 11,000 square feet). Each sign can provide information for identification of tenant or building use. A color logo is allowed on the left side of the sign. A sign for hours of operation (Size 4 sign below) placed on hooks below sign frame is allowed on one sign. No other items will be permitted. The criteria for the allowable number of tenant identification signs are not related to the number of tenants; rather, they are based on the physical conditions of each specific building and its site.

Size	Height (fixed)	Maximum Width	Description
1	2'-0"	9'-0"	Primary Sign for buildings over 11,000 square feet. Up to three lines tenant identification. Upper and lower case. 4 inch characters.
2	1'-6"	3'-3"	Primary sign for buildings under 11,000 square feet and secondary signs for over 11,000 square feet. Up to two lines tenant identification. Upper and lower case. 2 ¼ inch characters.
3	1'0"	2'0"	Secondary sign for buildings under 11,000 square feet. On Officer's Row, this is the east elevation. Up to three lines tenant identification. Upper and lower case. 1 ½ inch characters.
4	0'-6"	2'-0"	Hanging sign for display under sign size one or two. One allowed per building. One line for hours and days. Upper and lower case. 1 ½ inch characters.

SPECIFICATIONS FOR TENANT IDENTIFICATION SIGNS

Sign Materials for Size 1-3 Signs

Signboard and finish:	¾" marine plywood (clear both sides) with 1 coat of latex-based primer, 2 finished coats of Benjamin Moore Brilliant White 01 (or equivalent) satin finish acrylic latex (Federal Standard Color FSC 27925). All surfaces of signboard to receive finish.
Sign frame and finish:	Sign size does not include frame. See Appendix C for sketch of frames. Sandy Hook Proving Ground and Fort Hancock signs have a different design for the frame. Sign frame must be constructed of 4"x 4" Pressure treated #1 grade wood with 1 coat of oil-based primer, 2 finished coats of Sherwin Williams 2449-Restful White acrylic latex (Federal Standard Colors FSC 37886). Frames shall be constructed with flush joints, and connected using bolts with tamper-proof nuts.
Text:	Scotchcal Premium Film vinyl cutout letters.
Logo:	Color logos are allowed in vinyl.

Signboard Contents for Size 1-3 Signs

Signboard contents are allowed only as listed below:

Size 1 Sign

Primary signs for buildings over 11,000 square feet (Example: Barracks buildings)

Font:	Medium Clarendon recommended. Other fonts permitted.
Text size:	4"
Text color:	Black recommended. Other colors, except day-glow, permitted.
Field color:	White
Logo:	If logo is used, recommended size of logo is less than ¼ of signboard and on left side.

Size 2 Sign

Primary signs for buildings under 11,000 square feet. (On Officers' Row this sign is on the west elevation, front of house.)

Secondary signs for buildings over 11,000 square feet.

Font:	Medium Clarendon recommended. Other fonts permitted.
Text size:	2¼"
Text color:	Black recommended. Other colors, except day-glow, permitted.
Field color:	White
Logo:	If logo is used, recommended size of logo is less than ¼ of signboard and on left side.

Size 3 Sign

Secondary Signs for Buildings under 11,000 square feet. (On Officers' Row this is the east elevation, back of house.)

Font: Medium Clarendon recommended. Other fonts permitted.

Text size: 1 ½ "

Text color: Black recommended. Other colors, except day-glow, permitted.

Field color: White

Logo: If logo is used, recommended size of logo is less than ¼ of signboard and on left side.



Figures 6 and 7. These tenant identification signs are correct in design and location. Figure 6 is primary sign (Size 1 & 2). Figure 7 is secondary sign (Size 3).

Layout for Size 1-3 Signs

All text must be centered across the signboard.

Text lines must be spaced 2¾" apart. Text should be approximately 2¾" from the top and bottom borderlines and not less than 1" or more than 3" from the side borderlines.

If logos are used, it is recommended they be located on the left side of the signboard and take up less than ¼ of the sign surface.

No more than three lines of tenant information are permitted on any tenant identification sign.

Placement and Installation of Tenant Identification Signs

Tenants must locate signs within their assigned area of responsibility. In most cases signs are to be placed in the foundation planting bed, parallel to the wall plane and within close proximity to the wall so as not to encroach on the open space fronting the building. An exception is for the location of the 9'0" sign for buildings over 11,000 square feet. In most cases, they will be placed perpendicular to the roadway they border. Tenants will be informed of the approximate placement of their sign as part of the exhibits provided during the development of their real estate agreement. The Park Superintendent or designee will approve location.

When installed, the bottom of the lower crossbar shall be approximately 2'-0" above grade. Many signs will have the upper crossbar level with the porch flooring. Tenants must obtain utility and archeological clearances before beginning any excavation. Install directly in soil, without concrete.

The Park Superintendent or designee must approve final placement of any sign before the sign is installed. Signs not conforming to the requirements of the Park Superintendent must be removed.

Size 4 Sign (Hanging Sign for Hours of Operation)

Hanging signs will be not allowed as a stand-alone sign. They may be placed below tenant identification signs to display only the hours and days of operation. Only one hanging sign is allowed for each building. Hanging sign size is listed in chart.

Sign Materials for Size 4 Hanging Sign

Signboard and finish:	¾ " marine plywood. 1 coat of latex-based primer, 2 finished coats of Benjamin Moore Brilliant White 01 satin finish acrylic latex (Federal Standard Color FSC 27925). All surfaces of signboard to receive finish.
Sign frame and finish:	Frame is shown in Appendix C.
Text:	Scotch Premium Film vinyl cutout letters
Border:	No border.

Signboard Content for Size 4 Hanging Sign

Signboard contents are allowed only as listed below:

Font:	Medium Clarendon recommended. Other fonts permitted.
Text size:	1 ½ "
Text color:	Black recommended. Other colors, except day-glow, permitted.
Field color:	White

Layout for Size 4 Hanging Sign

All text must be centered across the signboard.

Text must be approximately 1" from the top and bottom lines, and not less than 1" from the side borderlines.

Placement for Size 4 Hanging Sign

Hanging signs must be located on the tenant identification sign centered below the frame.

Tenants with Events or Hours after Dark.

Sign illumination is permitted specifically for tenants with hours after dark. Each tenant may be allowed one standard tenant identification sign with external (spotlight in ground) illumination. The designs for these lighting systems must be as unobtrusive as possible and must be submitted with other sign plans. The Park Superintendent or designee will review final placement.

Illuminated signs may be approved on an individual case basis. The use of flashing, moving, rotating, scintillating, or blinking lights or illumination in connection with any premises is prohibited, as is the use of strings of bulbs. This plan prohibits internal sign illumination. External light fixtures must be of minimal size and in a minimally intrusive location on the site. The intensity of the light source in illuminated signs must not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest streets. Signs may be illuminated only during business hours.

Fixtures must be constructed of fire-resistant material meeting the requirements of this plan. Electric components for illuminated signs must be watertight, except those service holes fitted with waterproof covers must be provided to each compartment of such fixtures. All electric components for illuminated signs hereafter installed or erected in Fort Hancock must bear the label of Underwriters' Laboratories, Inc., or have equivalent certification. All electrical components for illuminated signs must comply with the National Electrical Code. Fixtures should be minimally visible.

Where illuminated signs are authorized, the use of photovoltaic or other renewable power sources is encouraged. Such signs should be connected to photo-sensors, to increase energy efficiency. The placement of photovoltaic power system components must minimize visual intrusion onto the site.

6.2 BUILDING NUMBER SIGNS

Where appropriate, existing building number signs may be designated by the Park Superintendent a *historic sign*. This is done on an individual case basis. An example of historic signs includes the enamel-coated iron building number signs located on almost every building. These signs will remain. The military typically placed building number signs at the upper corners, eaves, porch eaves and/or stair risers of each building. The location and number varies with building size. The signs consist of white metal plates with

black numbers, borders and no other text. Generally, additional new building number signs will not be necessary. However, in the case of missing numbers or where building numbers on secondary facades will clarify location, tenants may be permitted to place one or more building number signs on their buildings. The park will produce these signs for a fee.



Figure 8. Historic Building Number sign located on structure.

Sign Placement

Building number signs will usually be located at the upper corners, eaves, and/or porch eaves of a building. Other locations may be approved on the basis of historic precedent for a specific building. The Park Superintendent or designee will review the final placement of signs. Signs not approved must be removed.

Total Number of Building Number Signs Allowed

Building number signs will be reviewed on a case by case basis.

6.3 PERMANENT TENANT DIRECTIONAL SIGNS

Typically tenants will not be allowed to install permanent directional signs to their business location. Should the tenant feel strongly that permanent directional signs are warranted, then the tenant may request such signs under the waiver process.

If **all** of the following criteria are met, then the Park Superintendent will consider a waiver:

- The tenant has a “cooperative agreement” with NPS, in accordance with Title 16, U.S. Code Section 1a-2(g).
- The tenant activity draws a large crowd who is expected to arrive at the tenant's site in less than a one hour time period. (A large crowd is more than fifty people).
- The tenant activity draws a large crowd on a regular basis. (Regular means a minimum of once a week).
- The prime function of the tenant is an activity that draws a large crowd regularly. A tenant whose normal activities occurs in offices and happens to be hosting a special permanent exhibit would not qualify under this criterion.

Permanent tenant directional signs authorized by the Park Superintendent will:

- be combined with directional signboards that the park has installed, at NPS discretion;
- comply with the requirements for directional signs as found in the *Sign Guideline* for Fort Hancock;
- be paid for, constructed and installed by the tenant in accordance with NPS specifications and as located by NPS.

6.4 TENANT-INSTALLED REGULATORY SIGNS

Regulatory signs define the rules of travel and parking in Fort Hancock. Tenants may need to install such signs; this will generally be to provide parking signs in conjunction with the development of accessible or restricted parking. Regulatory signs must conform to the standards contained in the Manual on Uniform Traffic Control Devices (MUTCD). Tenants wishing to install regulatory signs, or required to do so under the provisions of the Americans with Disabilities Act (ADA), must undergo the approval process as outlined in this plan. Tenants should consult the MUTCD for sign layout (installation procedures will remain the same.)

Sign Materials for Regulatory Signs

Signboard and finish	12"x18" aluminum plate. Typically, signs will be red, black, blue, or green border and text on white background with a ¼ inch border. Signs should not be reflectorized. All surfaces are painted.
Sign frame and finish:	Posts shall be 4"x4" Pressure treated #1 grade wood, when signs are to be installed in soil; the moisture content should not exceed 15% to ensure complete and lasting paint coverage; posts should be painted with one coat oil-based primer and two coats Restful White acrylic latex or equivalent (Federal Standard Colors FSC 37886). Posts shall be galvanized steel pipe (2" inner diameter) placed within a galvanized steel pipe sleeve (2½" i.d.) when located in pavement or concrete walks.



Figure 9. Historic Regulatory Sign in 1939

Sign Installation

Signposts should be located at least 2'-0" from the curb. The bottom of the sign should be at least 5'-6" above grade; when signs are located in sidewalks, the bottom of the sign should be at 6'-3" above the path of travel. Signs located in soil should be placed without concrete. Signs located in pavement or concrete walks should be slipped into a galvanized steel pipe sleeve placed into the pavement.



Figure 10. Modern Regulatory Sign

6.5 TEMPORARY SIGNS, PORTABLE SIGNS, AND BANNERS

Temporary Special Event Signs

Signs advertising or announcing special events must be approved by the Superintendent's Office, as all persons/organizations desiring to hold special events must obtain prior approval. Tenants should anticipate that sign requirements would be similar to those outlined in this plan. In general, tenants should expect the following restrictions:

- These signs must not exceed 20 square feet in area.
- The Superintendent will review and may approve requests for the placement and mounting of all temporary signs on an individual case basis.
- Temporary signs for special events are not to be installed more than 1 day before the event being publicized. They may be allowed 7 days before the event when road closures are involved.
- Temporary signs must be removed within 1 day after the event.
- Temporary directional signs related to special events must also comply with these restrictions.

Temporary Tenant Identification Signs

Interim signs for temporarily identifying tenants until installation of their permanent signs or for short-term tenants (less than 12 months) must undergo the approval process as outlined in this plan. Generally such signs are discouraged, and the tenant must demonstrate need. The Park Superintendent will review and may approve requests for the placement and mounting of all temporary signs on an individual case basis. Banners may be approved for use for this purpose provided they do not exceed 20 square feet in area. If sandwich board or easel temporary signs are used, they must not exceed 3'-0" in width nor 4'-0" in height.

Other Temporary Signs

Other temporary signs may, in limited unique circumstances, be authorized individually. As provided in 36 C.F.R. § 5.1, approval for other temporary commercial signs will be granted only where the sign relates to goods, services, or facilities available within Fort Hancock and when the requested sign is found to be desirable and necessary for the convenience and guidance of the public.

Long-term Portable Signs

Long-term portable signs, such as signs with cafe menus, must undergo the approval process outlined in this plan. The Park Superintendent will review and may approve requests for such signs so long as they are not displayed outside of business hours. Long-term sandwich board or easel signs must not exceed 3'-0" in width nor 4'-0" in height. Signs must be maintained in good condition.

Project Identification (Construction) Signs

Signs for the identification of construction projects must undergo the approval process as outlined in this plan. Tenants will be permitted one construction sign to identify the project during the rehabilitation process. Construction signs must not be installed more than 10 calendar days before the beginning of actual work on the site. Construction signs must be removed within 5 days after completion of construction work. No other identification signs will be permitted during rehabilitation, with the sole exception of installation of a final tenant identification sign.

Project Identification Sign Size

Board size shall not exceed 4'-0" x 6'-0".

Project Identification Signboard Content

The single signboard *must* provide the following information:

- Building number
- Project title
- Owner: National Park Service
- NPS emergency telephone numbers (Fire/Medical Emergency 9-1-1 or 872-5900)

The signboard *may* provide the following additional information:

- the name and telephone number of the responsible project contact
- the names and titles of architects and engineers
- the name of the prime contractor and names of subcontractors
- the name of the financial lending institution or donor contributors

Sign Materials for Temporary Signs

Signboard and finish:	¾" plywood with one coat of latex-based primer, 2 finish coats of Benjamin-Moore Brilliant White 01 acrylic latex or equivalent (Federal Standard Colors FSC 27925), all sides to receive finish.
Sign frame and finish:	Pressure treated #1 grade wood with one coat of oil-based primer, 2 finish coats of SW-Restful White acrylic latex or equivalent (Federal Standard Colors FSC 37886). Frames shall be constructed with flush joints, and connected using bolts and tamper-proof nuts.
Text:	Scotchcal Premium Film black vinyl cutout letters, Medium Clarendon font. Minimum text size shall be ¾".

Sign placement

Tenants may choose to attach the construction sign to any approved temporary fencing which surrounds their site during the rehabilitation. Alternately, tenants may choose to install the project identification sign in a manner similar to that used for tenant identification signs. If tenants wish to install a sign, they must obtain approval from NPS prior to installation, including all required permits and clearances.

6.6 INCIDENTAL BUSINESS SIGN

Credit card advertisements, trade association emblems, and/or business hours that are displayed together are allowed, provided that the total area of all such signs combined does not exceed one (1) square foot per principal entry; such signs must be displayed flat on window glass but not on wood surfaces. They are not permitted on exterior walls. Incidental business signs are allowed only for visitor service uses. Advance approval is needed, and should be included in the request.

7. NATIONAL PARK SERVICE (NPS) RESIDENTIAL TENANT SIGNS

Section 7 applies only to NPS occupied buildings and NPS staff. The only residential use of Fort Hancock is by NPS staff.

7.1 NPS PRIVATE RESIDENT SIGNS

No residential area identification signs will be allowed other than "Private Residence" signs placed on the top step of the building. These signs will be a 4 x 15-inch sign. It is white on an aluminum background with a black lettering and a ¼ inch border will surround one inch lettering in both upper and lower case. The National Park Service will provide the signs to the employee housing area.

7.2 BUILDING NUMBER SIGNS

Building numbers signs already identify residential units in Fort Hancock. These building number signs are the only signs placed on residences. These residential building and unit identification signs will remain or, if their condition warrants, will be replaced in kind by the NPS.

7.3 TENANT NAME SIGNS

In recent times, the names and ranks of the occupants of military residences were displayed near the principal entry to the residence. They are not allowed under this plan.

8. SIGN MAINTENANCE

All signs must at all times be maintained in good repair and free of graffiti. Signs must not constitute a hazard to safety or health by reason of inadequate maintenance, dilapidation, or electrical shock. All signs, including temporary signs or easel signs, must be secured in place to prevent being thrown by wind. Signs, including supports, must be kept neatly painted. The Park Superintendent has the authority to inspect signs and to order the painting, repair, alteration, or removal of any sign that constitutes a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation or obsolescence, or which constitutes a visual intrusion to Fort Hancock.

III. IMPLEMENTATION

9. RESTRICTIONS AND LIMITATIONS FOR ALL FORT HANCOCK BUILDINGS

9.1. GENERAL LIMITATIONS

The following general limitations apply to signs in Fort Hancock:

- A. The park will provide the locations for all tenant signs. Most will be near the foundation of the building.
- B. Signs with visible moving, revolving, or rotating parts are prohibited, as are signs with visible mechanical movements of any description or other apparent visible movement achieved by electrical, electronic, or mechanical means.
- C. The use of beacons or searchlights for advertising purposes is prohibited.
- D. Internally illuminated signs are prohibited.
- E. String(s) of pennants, flags, fringe, or similar decorations (other than short-term traditional holiday decorations used in connection with community and residential events) are prohibited.
- F. Signs may not incorporate projected images nor emit any sound that is intended to attract attention.
- F. Signs may not obstruct the view of motor vehicle operators entering a public roadway from any parking area, service drive, private driveway, alley, or other thoroughfare.
- H. Signs may not obstruct free ingress to or egress from a required door, window, fire escape, or other required exit.
- I. Permanent signs may not be attached to utility poles or trees, light standards, or any site furnishings.

9.2. PROHIBITED EXTERIOR SIGNS

The following types of exterior signs are prohibited in Fort Hancock:

- A. Portable trailer signs are not permitted.
- B. Awning, canopy or marquee signs are not permitted.
- C. Roof, door, and window signs are not permitted.
- D. Wall-mounted signs are not permitted.
- E. Parked vehicles, including, but not limited to, automobiles, trucks, buses, semi-trailers (attached or detached), mobile homes, boats, vans, etc., must not be used as sign structures.
- F. Nonconforming signs are prohibited, unless excluded from the scope of this plan pursuant to chapter 4, or granted a waiver.

- G.** No sign will be permitted above the first story.
- H.** Miscellaneous signs such as political signs or signs announcing lost pets are not allowed under this plan

9.3. PROHIBITED SIGN MATERIALS

The following sign materials are prohibited:

- A.** All metal sign frames (except for regulatory signs installed in pavement or concrete walks).
- B.** Signs must not use glossy plastics, but must make use of natural or recycled materials.

10. NON-CONFORMING SIGNS AND ENFORCEMENT

10.1 GENERAL

Any nonconforming sign prohibited by these standards must be removed or brought into conformity with the provisions of this plan within the removal or conformance period. Signs existing before the implementation of the plan will be brought into conformance when it is in need of repair. No repairs will be made to nonconforming signs

10.2 ENFORCEMENT

The provisions of this tenant sign plan will be enforced pursuant to the plan's inclusion as an element of permit, lease, concession, and other agreements. The provisions of this plan are also subject to enforcement pursuant to NPS regulations contained in Title 36, Parts 1 and 5, of the Code of Federal Regulations.

10.3 INITIAL SIGN SURVEY

Within 60 calendar days from the date of approval of this plan by the Superintendent of Sandy Hook Unit of Gateway National Recreation Area, the park will conduct an initial survey of all signs for the purpose of identifying signs that are nonconforming. Pursuant to the survey, the Park Superintendent will provide tenants with written notice, to the responsible entity. The notice will state the reasons that the sign is nonconforming and will state the deadline for conformance or removal, which if existing before the implementation of the plan, will be when the sign is in need of repair

10.4 SUBSEQUENT REPAIR OR REMOVAL NOTICE

If, after the initial sign survey, the Park Superintendent finds any other sign in violation of the provisions of this plan or in need of repair, the committee will give written notice to the tenant, permittee or other entity responsible for the building where the nonconforming sign is located.



Figure 11. Existing non-compatible sign with wrong color, font and metal sign post.

10.5 REMOVAL OR CONFORMANCE PERIOD

Nonconforming signs existing before adoption of this plan, or otherwise granted a waiver by the Park Superintendent may remain until they are in need of repair. Nonconforming signs erected after the adoption of the plan must be brought into conformity or removed within 30 calendar days. The Park Superintendent will issue a notice of nonconformance. The conformance period will begin on the date the notice is mailed or delivered by the Park Superintendent or designee. An exception exists if a sign is structurally unsafe, or constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, vandalism, or any other reason, or presents a danger of electrical shock. This sign must be immediately removed.

10.6 REMOVAL

If a tenant or other responsible entity fails to remove or alter a nonconforming sign so as to conform to this plan within the period designated in the notice of nonconformance, the Park will remove the sign at the expense of such tenant or other responsible entity.

10.7 ABANDONED SIGNS

Within 30 calendar days after the activity, product, business, service, or other use is has ceased or vacated the premises, any permanent or temporary sign advertising that activity will be considered abandoned and will be removed by the National Park Service. This provision does not apply to signs designated as historic or to permanent signs accessory to businesses that are open only on a seasonal basis, provided there is clear authority to continue operation of the business in that location.

11 WAIVERS

Waivers from the requirements of this sign plan must be requested through the Park Superintendent. Waiver requests must be incorporated into the approval request process.

12 FORT HANCOCK SIGN APPROVAL REQUEST FORM

In general, tenants seeking to install a sign will undergo a three-stage process to receive approval of the proposed sign: submittal, interim approval and final approval. Note that resubmittal may be required at any stage until the Park Superintendent is satisfied that the proposed sign is in full conformance with the requirements set forth in this plan. The approximate sign location should be given as part of the real estate agreement; final location will be determined on site in consultation with the Park Superintendent or designee.

12.1 SUBMITTAL

Tenants must submit a Fort Hancock Sign Approval Request Form (Appendix D), and a reduced (8½" x 11") paper mockup for the proposed sign, where required. Paper mockups are required for project identification and tenant identification signs. Tenants should complete the unshaded portions of the Sign Approval Request Form, taking care to provide full and complete information. Please type or print clearly.

Tenants should submit the Form and paper mockup to the Park Superintendent. If the tenant wishes to submit the sign request as part of an overall rehabilitation project, the Form and paper mockups may be submitted in conjunction with any design documents submitted.

12.2 INTERIM APPROVAL

The Superintendent or designee will advise the tenant when they have received Interim Approval of a proposed sign. Upon receipt of Interim Approval (a copy of the Form appropriately checked), the tenant may proceed with sign construction, in accordance with the design requirements provided in this plan. The tenant should also request final approval of the proposed sign location. Once the final location is approved, the tenant may proceed with sign installation, and request final approval.

12.3 FINAL APPROVAL

When a tenant has constructed and installed a sign that has received interim approval, the tenant should request final approval of the sign. The Superintendent's designee will conduct an inspection of the installed sign, and recommend approval. The Superintendent will issue the final approval and the tenant will receive a copy of the Final Approval for their records.

Tenants are responsible for maintaining all approved signs in good repair for the duration of their occupancy. The Park Superintendent reserves the right to remove any sign not in conformance with this plan.

13. ENDNOTES

The Fort Hancock Sign Committee was created in the fall of 1998 in anticipation of the historic leasing program. Over the three-year period the committee met periodically to discuss what type of signs were wanted on Fort Hancock's buildings. Individuals were selected from every division in the park to provide that area's expertise.

Fort Hancock Sign Plan Steering Committee

Mary Trocchia Rasa, Museum Curator and principle author, Sandy Hook Unit
Charles Baerlin, Former Superintendent, Sandy Hook Unit
Russel Wilson, Superintendent, Sandy Hook Unit
Richard Wells, Deputy Superintendent, NPS, Sandy Hook Unit
Lou Venuto, Chief of Interpretation and Cultural Resource Division, Sandy Hook Unit
Mike Thomas, Cultural Resource Specialist (Park Ranger), Sandy Hook Unit
Ed Rezetko, Law Enforcement Supervisory Park Ranger, Sandy Hook Unit
Dave Luchsinger, Historic Leasing Project Manager, Sandy Hook Unit
Rick Dorrance, Cultural Landscape Architect, Sandy Hook Unit
Lou Hansen, Facility Manager, Sandy Hook Unit
Tadgh McNamee, Chief Ranger, Sandy Hook Unit
Lynn Pilgrim, Director of Planning and Professional Services, Gateway NRA
John Hnedak, Director of Resource Management, Gateway NRA

Special thanks to Michelle Ríos, Patricia Brouillette and Paul Cloyd at Golden Gate National Recreation Area for allowing use of the Presidio Sign Policy as a base for this plan.



APPENDIX A: DEFINITIONS

approval, final

Document issued to tenant upon approval of a constructed and installed sign after site inspection by Superintendent or designee. Final approval given by Tenant Sign Approval Request Form with “final approval” block checked, signed and dated by the Superintendent.

approval, interim

A document issued to a tenant upon approval of sign design and location that permits construction and installation. Interim approval is valid until final approval is issued or Superintendent rejects the sign. Interim approval may consist of the Tenant Sign Approval Request Form with the “interim approval” block checked, signed, and dated by the Superintendent.

awning

A movable shelter supported entirely from the exterior wall of a building and of a type that can be retracted, folded, or collapsed against the face of the supporting building.

banner

A piece of cloth or similar unstructured material upon which a sign is painted, drawn, printed, attached, or applied.

canopy

A permanently roofed shelter wholly or partially covering a sidewalk, driveway, or other similar area, that may be wholly supported by a building or may be wholly or partially supported by columns, poles, or braces extended from the ground.

footprint

A portion or parcel of land that the National Park Service has assigned to the tenant’s responsibility in conjunction with the building lease, permit, or other agreement.

foundation planting bed

The portion of the building site that adjoins the building foundation wall and typically extends out from the building from 3 to 5 feet. Decorative plantings typically occupy the area.

frontage, street

The linear frontage of a lot or parcel abutting the street that provides principal access to or visibility of the premises.

grade

The mean point of elevation of the finished surface of the ground between a structure (whether a building, sign structure, or other) and a point 5 feet from said structure, or the mean point of elevation of the finished surface of the ground between the structure and the property lines if it is less than 5 feet distant from said structure. In case the structure is within 5 feet of a public sidewalk, alley, or other public way, the grade is the elevation of the sidewalk, alley, or public way.

height

The vertical distance measured from the grade to the uppermost point on the sign or sign structure.

illumination, direct

Lighting by means of an unshielded light source, including neon tubing, that is effectively visible as part of the sign, where light travels directly from the source to the viewer's eye.

illumination, internal

Lighting by a light source that is within a sign having a translucent background and silhouetting opaque letters or designs, or that is within letters or designs that are themselves made of translucent material.

marquee

A permanently roofed structure attached to and supported by a building and hanging from the building.

parapet

The part of a wall or railing that is entirely above the roof.

Park Sign Committee

The NPS review board that created the sign plan. The committee consists of the following Sandy Hook staff: Sign Coordinator; Chief of Visitor Protection (or representative), Chief of Interpretation & Cultural Resources (or representative), and Facility Manager (or representative). Other staff as needed for a particular instance augment the Sign Committee. For Fort Hancock, where design compatibility with the historic character is required, the park Cultural Resource Specialist will sit on the Committee.

principal entrance

An entrance to a building or premises that is customarily used or intended for use by the general public and/or is typically used by employees. This excludes fire exits and loading dock entrances not generally used by the public or employees.

sandwich board

A two-sided, self-supporting movable sign. This may be a long-term portable business identification sign or a temporary sign directing traffic for a special event.

sign

Any writing, pictorial representation, decoration (including any material used to differentiate sign copy from its background), form, emblem, trademark, logo, flag, or banner, or any other items of similar character that is

- a structure or any part thereof (including the roof or wall of a building) or
- written, printed, projected, painted, etched, carved, constructed, or otherwise placed or displayed on or designed into a building, board, plate, canopy, awning, or vehicle or on any material, object or device whatsoever; and
- by reason of its form, color, wording, symbol, design, illumination, or motion, attracts and is designed to attract attention to the subject thereof as a means of identification, advertisement, or announcement.

sign, building number

A sign displayed upon a building that uniquely identifies that building by number and/or in the case of multiple unit buildings, that identifies a unit of that building by the building number followed by an letter.

sign, existing compatible

Any sign existing and in place as of March 1, 2002, that is determined by the Park Superintendent to be compatible with the plan.

sign, face

The surface of a sign upon, against, or through which the message is displayed or illustrated.

sign, hanging

A sign attached to a tenant identification sign by hooks.

sign, historic

Any sign that is determined by the Park Superintendent to contribute to the historic character of the building.

sign, identification

Identification signs include the following:

- a sign that identifies a building and/or a building wing by a unique alphanumeric designation, combined with the identity of an occupant by listing name, business, and/or professional title (tenant identification sign);
- a sign that solely identifies a building and/or a building wing by a unique alphanumeric designation (building number sign);
- a sign that identifies a building and/or project site during rehabilitation (project identification/construction sign).

sign, incidental business

Any sign, decal, or related material containing or consisting of credit card advertisements, trade association emblems, and/or business hours. Incidental business signs typically found on principal entry doors or windows near principal entries of business occupancies.

sign, long-term portable

A movable sign such as a sandwich board or easel sign intended for long-term regular use.

sign, marquee

A sign depicted upon, attached to, or supported by a marquee.

sign, nonconforming

Any sign addressed by this plan that is in violation of the provisions of this plan, including, without limitation, signs that are pasted, nailed, painted, or otherwise unlawfully displayed upon structures, utility poles, trees, or fences. This includes existing signs that are not eligible to be designated as historic and/or compatible, as per articles 10.1 and 10.2.

sign, project identification

A sign that identifies a building and/or site during rehabilitation, that is intended for a limited period of display.

sign, regulatory

A sign posted to control or direct traffic and speed, indicate stops, parking areas and restricted access areas, present warnings, etc.

sign, residential

A sign in the residential tenant area.

sign, roof

A sign painted on the roof of a building or supported by poles, uprights, or braces extending from the roof of a building or projecting above the roof of a building. Term does not include a sign projecting from or attached to a wall.

sign structure

Any supports, uprights, braces or framework of a sign.

sign, temporary

A sign, banner, or similar device or display, including a sandwich board or easel, that is intend for a limited period of display.

Temporary signs include, but are not limited to, signs displayed for the purposes of announcing a special event; interim identification of a long-term tenant until a permanent sign is in place, or identification of a short-term (e.g. occupancy of 6 months or less) tenant.

sign, tenant identification

A sign supported by one or more columns, upright poles, or braces extended from the ground, or that is erected on the ground, where no part of the sign is attached to any part of a building, structure, or other sign. The term includes “pole signs,” “pedestal signs,” and “ground signs.”

sign, wall

A sign displayed on or against the wall of a building, where the exposed face of the sign is in a plane parallel to the plane of the wall and extends not more than 8 inches from the face of the wall.

structure

Anything constructed or erected with a fixed location on the ground above grade; term does not include utility poles, lines, cables, or other transmission or distribution facilities of public utilities.

submittal

The transmission of Fort Hancock Sign Approval Request form, along with a reduced (8½"x11") paper mockup of the proposed sign, in order to obtain approval from the Park Superintendent for a proposed tenant sign.

tenant(s)

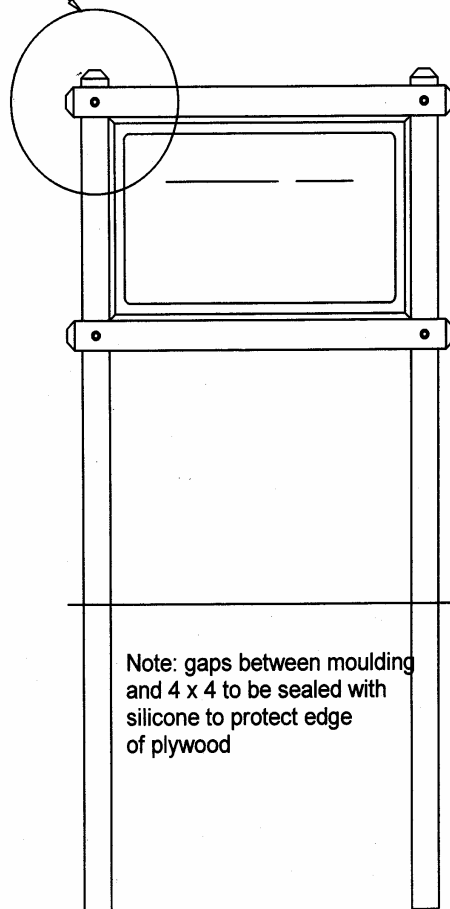
Any lessee, sublessee, permittee, subpermittee, contractor, subcontractor, concessionaire, or other organization, person, or entity authorized to utilize land or structures at Fort Hancock, either directly or indirectly pursuant to a valid lease, permit, contract, right-of-way, or other agreement issued by the National Park Service.

APPENDIX B: BOUNDARY MAP OF SIGN PLAN

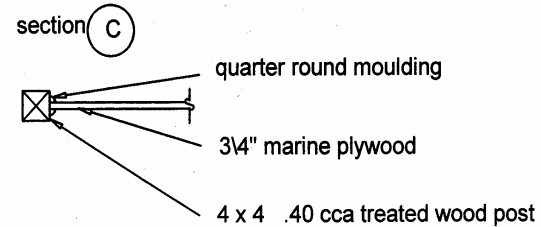
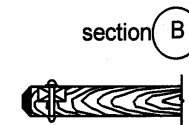
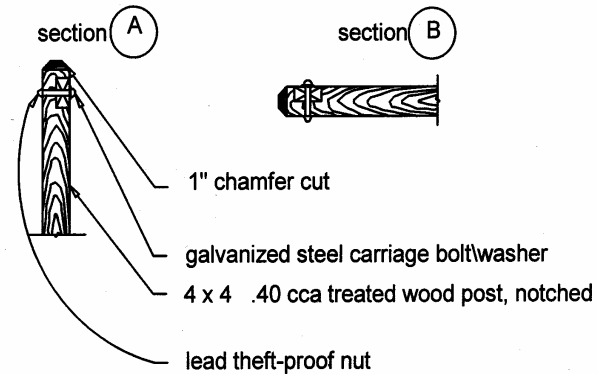
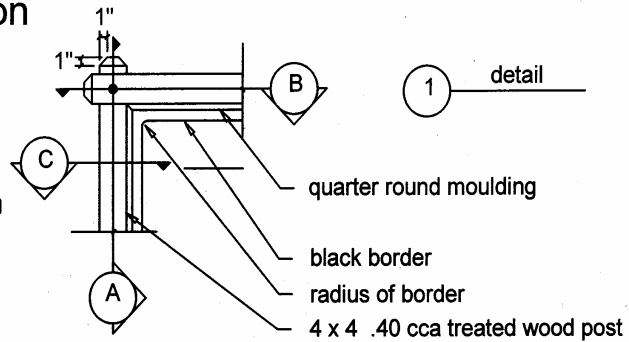
APPENDIX C: SKETCH OF SIGNS

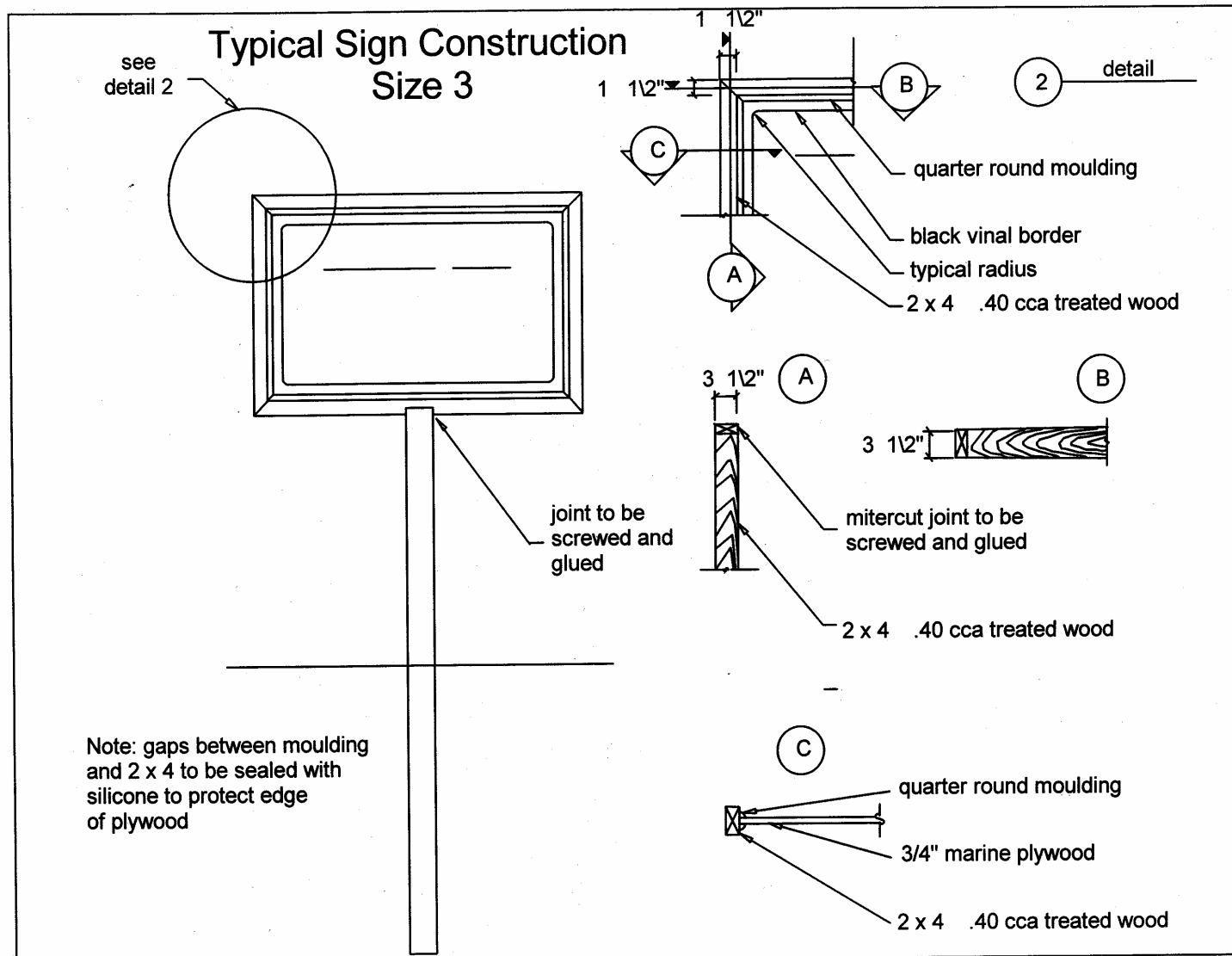
Typical Sign Construction Sizes 1 and 2

see
detail 1



Note: gaps between moulding
and 4 x 4 to be sealed with
silicone to protect edge
of plywood





APPENDIX D: FORT HANCOCK SIGN APPROVAL FORM

FORT HANCOCK SIGN APPROVAL REQUEST SANDY HOOK, GATEWAY NATIONAL RECREATION AREA				Request No.	
Requester Name:		Sign Location:	ORGANIZATION NAME:		Date:
Telephone:			Telephone:		
Reason sign(s) are needed:			PARK SUPERINTENDENT OR DESIGNEE ACTION		
			INTERIM APPROVAL REQUEST		FINAL SIGN APPROVAL
Description of sign(s) <i>(Size, type, and location – attach an 8½" x 11" paper mockup of signboard layout. For temporary signs, note proposed dates for sign installation and removal.)</i>			INTERIM REVIEW COMMENTS:		
			Interim Action By:		
			Sandy Hook Superintendent		Date
			FINAL REVIEW COMMENTS:		
I hereby request approval for this sign. This request has been checked for accuracy, completeness, and compliance with the <i>Fort Hancock Sign Plan</i> . REQUESTER'S SIGNATURE:			Final Action By:		
			Sandy Hook Superintendent		Date
			Approval of this request is subject to compliance with the provisions of <i>Fort Hancock Sign Plan</i> .		
REQUEST LOG DATES: Received from tenant [____], Final Approval to tenant [____] Distribution: () Superintendent () File Rev. 3/01/02 SHADED AREAS TO BE COMPLETED BY NPS SUPERINTENDENT OR DESIGNEE					