

Township of South Orange Village
Temporary Portable Sidewalk Sign
DESIGN STANDARDS

Chapter 92, Sub-section 92-162B(9)(f)

§92-162. *Regulations applicable to signs and security gates within business, commercial and industrial districts.*

B(9) Regulations governing all other temporary signs.

(f) Temporary portable sidewalk signs:

*[12] Additional sign **design standards** have been established, periodically may be updated, and are available from the Department of Code Enforcement & Inspections. Signs in use as of the amendment of this subsection 92-162B(9)(f) may continue to be used through the end of the calendar year [2010] of the adoption of this amendment, and shall thereafter comply with all applicable design standards.*

Design Goals

Imaginative and innovative sign designs are considered a community enhancement. Temporary Portable Sidewalk Signs, also known as Sandwich Board and A-frame Signs, (collectively “Signage”) should be unique to South Orange, rather than generic, and should focus on identifying and locating businesses, promoting merchandise or services within, attracting customers, providing direction and information, and lending interest and liveliness to the streetscape. The goal is to avoid visual clutter by requiring consistency in the placement and design of Signage.

The goal is to communicate effectively the message with the least amount of text and images, while attracting customers. Signage should provide information that is simple and legible, of a size and location that is attractive and, which complements and does not obscure the architecture of the building, and the quality of the downtown. Good Signage conveys a unique, positive, visual message about the community and what it offers, and promotes the economy. It should encourage downtown investment, new businesses, and vitality, while protecting downtown investment by ensuring that future downtown development will be held to the same high quality standard.

Design Standards

- All Signage should be constructed from durable materials compatible with the materials of the building served, and present a finished appearance. Wood and metal are traditional, recommend materials. Plastic is not recommended.
- In front of buildings with multiple storefronts, Signage should be of a size, location, material, and color that relates harmoniously to the other signs in front of the same building.
- The size of Signage should be of a scale that is consistent with the scale of the adjacent storefront, building, and sidewalk width.

- Use compatible colors and avoid the use of colors that clash with the adjacent building's façade. Signage must not be painted traffic yellow or construction-zone orange, reflective, fluorescent, or illuminated.
- Signage graphics should be simple to encourage readability and ease of identification. Graphic symbols are especially effective, utilizing images that convey the goods or services offered.
- Use simple typefaces/fonts consistent with those used on primary signage. Avoid difficult-to-read or intricate typeface styles. If handwritten, ensure that lettering is legible.
- "Reader board" signs with removable slide-in letters and stenciled or spray painted signs are unacceptable.
- Signage must not be affixed to or mounted on wheels.
- Signage must not interfere with door openings, conceal architectural details, or obscure the composition of the building's façade.
- Signage must be maintained in good structural and aesthetic condition.

A FRAME/SANDWICH BOARD SIGN PLANS

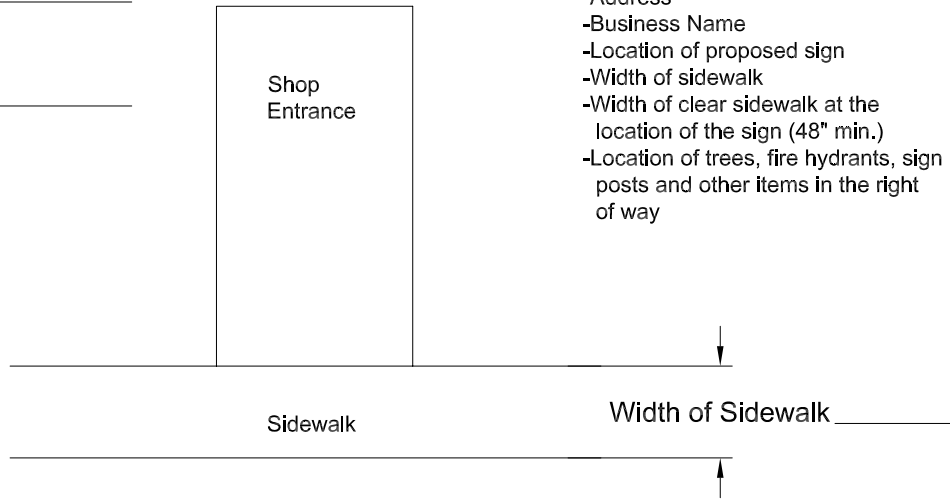
Address _____

Business Name _____

- Please add the following items:
- Address
 - Business Name
 - Location of proposed sign
 - Width of sidewalk
 - Width of clear sidewalk at the location of the sign (48" min.)
 - Location of trees, fire hydrants, sign posts and other items in the right of way

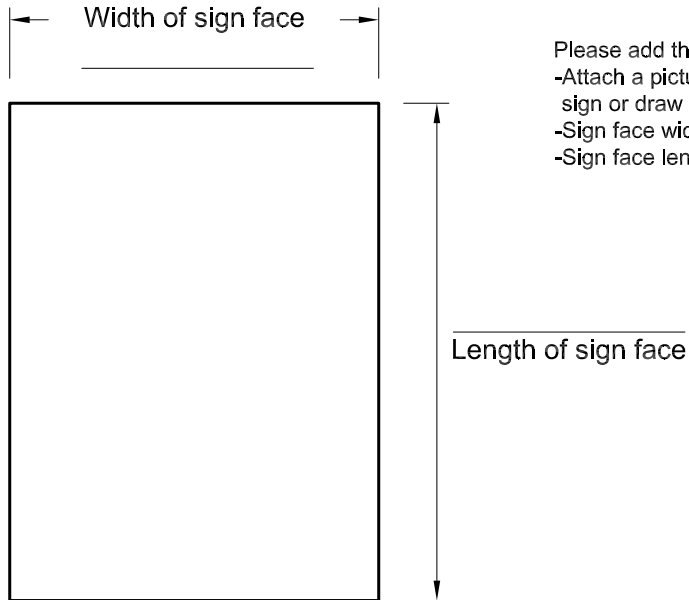
SKETCH A SITE PLAN

Minimum Clearance
Distance _____



SKETCH B FRONT VIEW

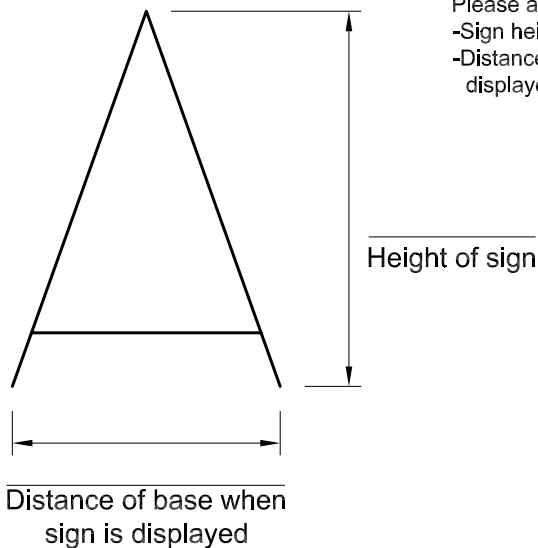
Attach picture of sign
or draw sign here



- Please add the following items:
- Attach a picture of the proposed sign or draw basic design
 - Sign face width (24" max.)
 - Sign face length (40" max.)

SKETCH C SIDE VIEW

- Please add the following items:
- Sign height
 - Distance of base when sign is displayed



For Office use only

Permit # _____