

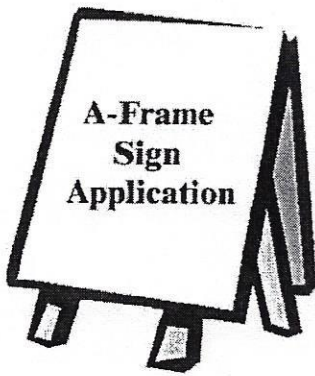
Borough of Somerville, New Jersey

Temporary Portable Sidewalk Sign

Design Goals

Imaginative and innovative sign designs are considered a community enhancement. Temporary Portable Sidewalk Signs, also known as Sandwich Board or A-frame Signs, (collectively "Signage") should be unique to Somerville, 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.



Borough of Somerville

Department of Community Development
25 West End Avenue, Somerville NJ 08876
Phone: (908) 725-2300, x 1964
www.somervillenj.org

ALL REQUESTED ITEMS MUST BE PROVIDED IN ORDER TO PROCESS THIS APPLICATION.

**14 copies of completed application must be submitted
with a \$25.00 application fee**

Pursuant to the Borough of Somerville Zoning Ordinance, this application shall be completed and submitted to the Office of Community Development for review for compliance with ordinances pertaining to the placement of 'A' frame signs in the sidewalk area within the Downtown Special Improvement District. Upon final approval, an approved sticker shall be permanently affixed to the permitted sign by the Department of Community Affairs

1. Property Address of Display: _____
2. Requirements:
 - a. Notarized Hold Harmless Agreement
 - b. Certificate of Insurance listing Borough of Somerville as an additional insured
 - c. Sketch, Drawing or Photo of the proposed A-Frame Sign
 - d. Sketch (to scale or dimensioned) showing the location of the building line, width of sidewalk and street curb. Also show utility poles, trees or planters located in the sidewalk. Show proposed location of the A-Frame sign and its relationship to the building line and curb OR submit a photograph from directly in front of the proposed A-Frame sign location.
3. Property Owner: _____ Phone: _____
Mailing Address: _____ City/State: _____ Zip: _____
4. Applicant Name: _____ Phone: _____
Address: _____ City/State: _____ Zip: _____
5. Applicant Contact Person: _____ Phone: _____
Email Address: _____

I certify that the information on this application furnished by me is true and correct and that the applicable requirements of the Borough of Somerville will be met. Certification is hereby rendered that no work is to be done except as described, and that all work shall conform to the applicable codes.

Applicant Signature: _____ Date: _____

For Borough staff use only:

Sign Permit # _____ Date Rec'd _____

Cash

☐

Check # _____

Return package to Community Development Office

NOTARIZED HOLD HARMLESS AND INDEMNIFICATION AGREEMENT

(Name of Business) (hereinafter "Applicant") by and through

_____, its _____ in consideration for a permit to
(name of person) (position of person)
place an "A-Frame" sign as described in the Sign Permit Application, submitted herewith, at:

(Address of business location)

hereby agrees to Defend, Indemnify and Hold Harmless the Borough of Somerville, its employees and agents, from any and all claims of whatever nature for any loss, injury, damage, or attorney's fees which may arise from the use of or placement of the "A-Frame" sign as described in the Sign Permit Application submitted herewith. Further, Applicant agrees to provide proof of insurance acceptable to the Borough of Somerville and naming the Borough of Somerville as an additional insured.

In the event the Borough of Somerville or its employees or agents bring an action to enforce the terms of this Agreement, the Borough of Somerville, its employees or agents are entitled to recover its/their attorney's fees and costs in such enforcement action.

_____ hereby represents he/she is authorized to sign this Hold Harmless and
(Name of person)
Indemnification Agreement as the _____ and has attached hereto, and incorporates by this
(Position of person)
reference, proof of such authority.

Dated this _____ day of _____, 20____.
(month)

(Signature)

Attached is a copy of one of the following as proof of signing authority:

- ☐ Sole Proprietorship – Business License attached.
- ☐ Partnership – Agreement naming signer attached.
- ☐ Corporation – Bylaws or Incorporation Documents attached.

Notary Seal must be within box STATE OF NEW JERSEY, COUNTY OF SOMERSET, SS:
I certify that I know or have satisfactory evidence that

_____ signed this instrument
and acknowledged it to be his/her/their free and voluntary act for the uses
and purposes mentioned in the instrument

Notary Public in and for the State of New Jersey

Notary (Print)_____

My appointment expires: _____
Dated: _____

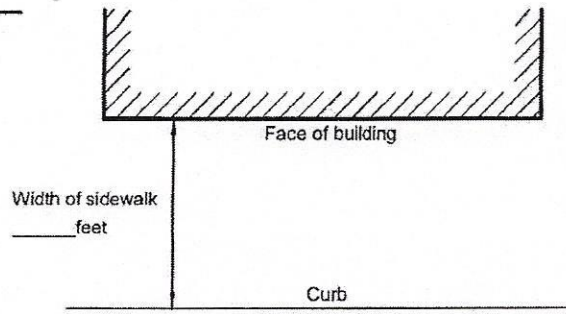
A FRAME/SANDWICH BOARD SIGN PLANS

BLOCK _____ LOT _____

Address _____

Business Name _____

SKETCH A SITE PLAN

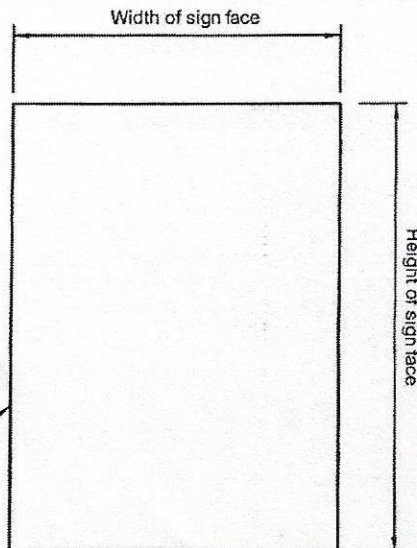


Please add the following items:

- 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 B FRONT VIEW

Attach picture of sign
or draw sign here

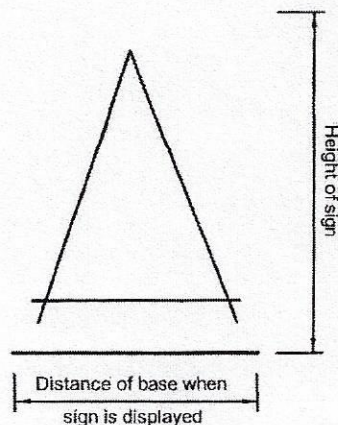


Please attach a picture of the proposed sign and include:

- Sign face width
- Sign face height

Total allowable sign area = 6 s.f.
Proposed sign area = _____

SKETCH C SIDE VIEW



Please add the following items:

- Sign height (not to exceed 48")
- Distance of base when sign is displayed

For Office use only

Permit # _____

ACORD		CERTIFICATE OF LIABILITY INSURANCE				Date 06/11/13	
Producer: INSURANCE AGENT NAME ADDRESS STATE AND ZIP Phone: XXX-XXX-XXX Fax: XXX-XXX-XXXX			THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.				
COVERAGE Insured Business Name Main Street Location Somerville, NJ 08876 COVERAGES			INSURERS AFFORDING INSURER A Insurance Company Name INSURER B INSURER C INSURER D				
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN RECURED BY PAID CLAIMS.							
INSR Ltr	Type of Insurance	Policy Number	Policy Effective Date (MM/DD/YY)	Policy Expiration Date (MM/DD/YY)	Limits		
A	☐ General Liability ☒ Commercial ☐ General Liability ☐ Claims Made ☐ Occur ☐ Owners & Contractors prot ☐ Gen'l Aggregate Applies ☐ Per ☐ Policy ☐ Project Loc	AB 12345	01/19/13	01/19/14	Each Occurrence	\$	1,000,000
	Damage To Rented Premises				\$	250,000	
	Med Exp (any one person)				\$	10,000	
	Personal & adv injury				\$	1,000,000	
	General Aggregate				\$	2,000,000	
	Products - Comp Op Agg				\$	2,000,000	
	Combined Single Limit (Ea accident)				\$		
	Bodily Injury (Per person)				\$		
	Bodily Injury (Per accident)				\$		
	Property Damage (Per accident)				\$		
☐ Automobile Liability ☐ Any Auto ☐ All Owned Autos ☐ Scheduled Autos ☐ Hired Autos ☐ Non-Owned Autos ☐ Garage Liability ☐ Any Auto							
☐ Express Liability ☐ Occur ☐ Deductible ☐ Retention							
☐ Workers Compensation and Employers Liability					☐ WC Statutory limits ☐ Other		
Other					EL Each Accident EL Disease - EA Employee EL Disease - Policy Limit	\$	
DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS Borough of Somerville - A-frame sign installation at (specify business location) Somerville NJ 08876							
Borough of Somerville included as an Additional Insured per attached Endorsement No. GH 80-23							
CERTIFICATE HOLDER: X Additional Insured; Insurer Letter A				CANCELLATION: *10 days for non-payment of premium Should any of the above described policies be cancelled before the expiration date thereof, the issuing insurer will mail 45* days written notice to the certificate holder named to the left, but failure to do so shall impose no obligation or liability of any kind upon the insurer, its agents or representatives.			
Borough of Somerville 25 West End Avenue Somerville, NJ 08876							

ARTICLE XI - ZONING
§ 102-119. Signs

- (7) *Portable "A" frame signs.* **[Amended 12-17-01 by Ord. 2118]** Portable "A" frame, sandwich, attraction sign board signs described in this section shall be permitted as an accessory structure to retail sales businesses in the B-zone districts, subject to the following:
- (a) The total display surface area shall not exceed six (6) square feet per side. The maximum frame width and height shall be, respectively; 28" and 48" (height to include frame, sign face and any vertical supports).
 - (b) The sign shall be used temporarily or daily, but shall not be used as a permanent sign. Signs shall be removed from sidewalk when the business is not open.
 - (c) The sign shall not contain any elements which are prohibited by this chapter
 - (d) Only one such sign shall be permitted per business.
 - (e) Placement of sign shall allow a minimum of six (6) feet wide continuous pedestrian passage. This means that a tree, tree planter fence, light/sign pole, fire hydrant, shrub, roping, table, chair or other physical feature shall be located a minimum of six (6) feet from the portable "A" frame sign.
 - (f) If the business includes an outdoor cafe, the entire sign shall be located within the cafe boundaries when the cafe is in operation.
 - (g) The sign shall be located within six (6) feet of the storefront and located a minimum of three (3) feet from the side lot lines and/or tenant space demising wall.
 - (h) The sign shall be a professional or workman-like appearance and be constructed of wood, plastic, fiberglass or metal.
 - (i) The name of the establishment must be clearly identified in letters not smaller than 1" in height.
 - (j) No hand written or paper signs shall be affixed to permitted A frame signs.
 - (k) 3rd party advertisement signs are prohibited (for example a sign offering money orders that does not include the name of the downtown business).

- (l) Signs that move freely and are affixed by a hinge, spring or similar mechanism or spray painted signs are prohibited.
 - (m) Changeable surfaces are permitted conditioned that dry erase board must be black; chalkboard signs permitted in any color; 'reader board' signs with removable slide in letters, stenciled, magnetic and/or spray painted signs are not permitted.
 - (n) The entity proposing to use a "A" frame sign shall submit a completed permit application which includes but is not limited to a hold harmless and indemnification agreement; certificate of insurance naming the Borough of Somerville as additional insured; and site plan sketch identifying the location of the sign;
 - (o) The sign shall not be used during parades and other Borough/DSA sponsored events which generate high foot traffic or when the use is unsuitable due to the weather (i.e. high winds, etc.) conditions.
- (7) Wall signs. **[Amended 12-17-01 by Ord. 2118]** In addition to the regulations applicable to wall signs in each of the zone districts, the following shall apply:
- (a) Wall signs may not obscure, or require the removal of building elements such as cornices, lintels, columns, etc., that define and separate parts of the building or decorative elements.
 - (b) Wall signs may not extend above the eaves or bottom of the building roof or above the top of any parapet wall of the building.
 - (c) Wall signs may not project more than eight (8) inches from the wall upon which they are mounted.
- (8) Projecting signs. **[Amended 12-17-01 by Ord. 2118]** Projecting signs are permitted in all zone districts except the R-1, R-2, R-3, G and SC zone districts, as an accessory structure to nonresidential uses, subject to the following requirements:

DOWNTOWN SOMERVILLE BUSINESS SIGNAGE

Everyone wants their business signs to stand out, so it's important to get things just right when designing your signage. After all – it's not just about making a great first impression – it's about making a lasting impression.

Follow these design tips to maximize your return on investment and get the positive attention your business deserves.

DESIGN TIPS TO GET YOUR BUSINESS SIGNS NOTICED

1. Be colorful

Never be afraid of color when it comes to your business signs. Nobody is remembered for being understated. Think about bold, contrasting colors to make people sit up and take notice.

2. Be succinct

Remember the less is more rule. An uncluttered sign will be more successful in the long run.

3. Be interesting

Great signage is about standing out, not trying to blend in with the surrounding environment. Make your business signage the most interesting thing around so that people see it even when they're not looking for it.

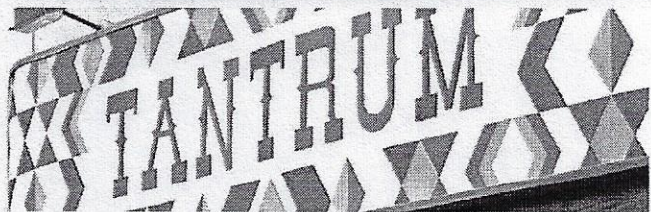
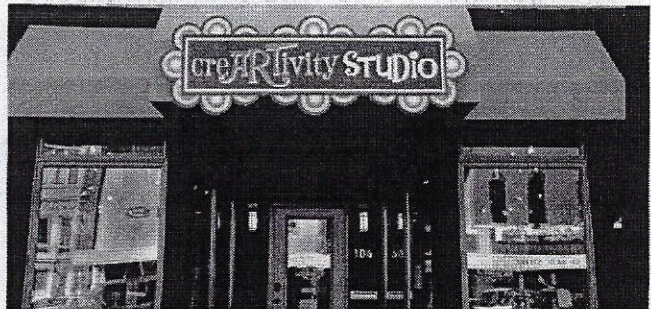
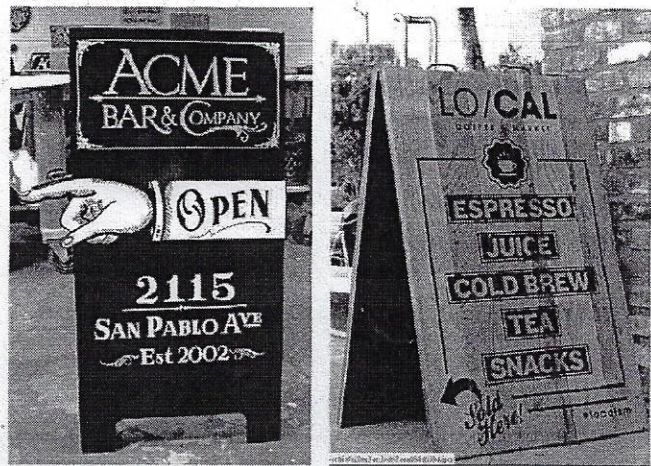
4. Be different

We all love something that brightens our day, so think about the entertainment value when it comes to your signs. A compelling or thought provoking message or graphic is going to get you noticed and have people keen to spread the word.

5. Be creative

Let your sign be a reflection of your enthusiasm and passion. Don't be afraid to try something new.

MORE CREATIVE SIGNAGE EXAMPLES:



always unexpected