
Sign

- SG1** Sign design should take into account its size, shape, and materials; where it will be positioned on the building; if and how it will be illuminated; and what style of lettering or typeface will be used.
- SG2** Sign design should complement its surroundings, be integrated into the architectural design of the building, should not dominate the façade, should not obstruct architectural details, and should not interfere with adjacent buildings or existing trees and shrubs.
- SG3** Sign design should be simple and easy to read, use a limited number of lettering styles and colors, and reflect the character of the business and/or the building.
- SG4** Commercial flush-mounted signs should be designed equal to or less than 2.5 feet in height. Lettering should be between 8 and 18 inches high and occupy around 65 percent of the sign board.
- SG5** Storefront-level signs should be scaled and oriented to pedestrians.
- SG6** Creative sign design may be accommodated with review and approval through the Clifton ARC review process.
- SG7** Signs should be designed using, but not limited to, the following materials: painted or carved wood signs, painted wall signs, signs applied to canvas awnings, smooth-surface sheet metal signs, wrought iron signs, and lettering applied to glass using gold leaf, paint, or etching.
- SG8** Commercial signs may be designed using neon or neon-like technology, but its use shall be limited in scale and size so as not to divert the attention of motorists.
- SG9** Marquee signs may be used on any building that has been or is currently operating as a theater or hotel.
- SG10** Free-standing or monument signs should be low to the ground and landscaped. Signs attached to a building are preferred in lieu of a free-standing sign.
- SG11** Signs shall be limited to no more than two signs per building or one sign per tenant.
- SG12** Billboards shall not be installed within the preservation district and existing billboards shall be removed whenever possible.
- SG13** Commercial attached wall signs should be placed over the unadorned frieze of a cornice or along the top of the storefront below the sill of the second-story windows. For residences, attach signs near existing doorways or on porches.
- SG14** Commercial flush-mounted signs should be placed above the display windows and below the second-story window sills.
- SG15** Commercial hanging signs mounted perpendicular to the building's façade should project no more than 5 feet from the building or half the width of the sidewalk, whichever is less.
- SG16** Signs shall not be installed on roof-tops, along the roof ridge line, or above the cornice of buildings in the Frankfort Ave. commercial corridor.
- SG17** Plastic, over-scaled, or internally illuminated fluorescent signs or awnings are prohibited. Individual lettering and small logos may be illuminated within an opaque background. Reader board signs or signs that flash, move, or have inappropriately scaled graphics are prohibited.
- SG18** Concealed lighting is recommended. Internally illuminated plastic box signs, bare spot lights, or high-wattage metal halide lights are prohibited.