

"Mount Joy Welcomes You"
'A' Frame Sandwich Board Program

Reason for Program: 'A' frame sandwich board signs are often an effective tool used by business owners to promote their business, either to announce promotional specials, or daily menu features, or to inspire the viewer through the power of suggestion to consider the business's services or merchandise. Businesses in downtown districts, including those within Main Street Mount Joy, report that 'A' frame message board signs help draw customers to their businesses. Signage requires permitting, however, such signs are not included in the current Mount Joy Zoning Ordinances. Therefore, spurred by requests to be able to use such 'A' frame signs, Main Street Mount Joy is introducing a new 'A' Frame Sandwich Board Program that will provide businesses throughout the Borough of Mount Joy, not just those within the designated Main Street Mount Joy area, the ability to use this sign type.

What is the 'A' Frame Signage Program? In order to not only ensure the proper permission to utilize such signs, but to also make the established process to be as convenient as possible to business owners, Main Street Mount Joy has requested and received a zoning opinion from the Borough of Mount Joy for a particular sandwich board of particular design and specifications. A sample of this sign is displayed at the Main Street Mount Joy office at 15 Marietta Avenue, Mount Joy. All businesses that would like to utilize this sign would fall under the Main Street Mount Joy "blanket" permit. This sign will hold precedence over all other 'A' frame sandwich board sign types. Signs carrying separate designs and specifications would need to receive their own zoning opinion until the adoption of a revised Mount Joy Borough Comprehensive Plan and Zoning Ordinance, which may be 12 – 18 months from now. This opportunity also begins a useful and effective program of consistent community signage like wayfinding, interpretative, and gateway signage.

Main Street Grant Program: In addition to making the process extremely simply for businesses, Main Street Mount Joy is also launching a new grant program to make the program even more cost effective for those interested in utilizing such signs in the future. The grant will reduce the cost of each sign by \$50.00 for all businesses within the Borough of Mount Joy. The sign's design offers the choice of using erasable marker boards or lettering with tracks. Letters can be reused from former sandwich board signs. Sandwich Boards are priced as displayed at the Main Street Mount Joy office. All other additions to the sign will be at the extra expense of the purchaser. The header and overall design, shape, and size of the sign may not be altered. *(This is not just for the grant, but to fall under the MSMJ blanket permit.)*

- Option 1: Sandwich Board with Erasable Marker Boards: \$160.00 - \$50.00 grant = \$110.00 plus tax
Option 2: Sandwich Board with Lettering Tracks: \$175.00 - \$50.00 grant = \$125.00 plus tax

Important Note: If you are reusing sandwich board letters from a former sign or purchase them on your own, you must provide a couple of letters to the sign maker to ensure the tracking is positioned correctly to fit your letters. If you need to purchase letters and would like to purchase the letters through the sign maker, there will be an extra charge of \$80.00 plus tax.

Your Responsibilities: Under this program, you must agree to the following:

- (1) Keep the sign clean and in good condition. Make repairs or replace as needed.
- (2) Signs must be taken down overnight
- (3) Report any vandalism that occurs to the Main Street Mount Joy office
- (4) Only one sandwich board sign per business can be displayed at a time
- (5) Signs are to be positioned on sidewalks, not in streets, etc. Signs should be positioned to allow sufficient space for walkers, wheelchairs, strollers, etc. to maneuver around.
- (6) On windy days, signs should be properly weighted.

Signature: By my signature, I agree to uphold the responsibilities as outlined above.

(Signature)

(Date)

(Print Name)

(Business Name)