

Do's and Don'ts

1. Prioritize information and make storefront “legible”



DO – Put information in a suggested hierarchy with street number at top, store name and/or logo at eye level, simplified hours below that, and contact info on the lowest quarter of the door. See the “Entrance” section for more detailed guidance.



Don't include repetitive information, or use “:00” after hours.

2. Clear out windows and doors of all unnecessary items





DO – Remove all posters, stickers, and clutter that detracts from your store brand and message. Use soapy water (or Windex) and a razor blade to loosen and remove stickers and decals. Window coverage should never exceed 10% as required by ordinance.





Don't cover every square inch of glass with something.

3. Signage should appeal primarily to pedestrians – “show me, don’t tell me”

	
<p>DO – Have clear, visually attractive signs that get your message out. Signage, while it may be visible to motorists, must be of a scale and quality that appeal to pedestrians. Remember most motorists can read four words at most. Show your customers what you’re about with images and graphics, don’t “tell” them with too many words.</p>	<p>Don’t apply too many signs, block visibility of windows with signs, or add internally lit or backlit box signs.</p>

4. Utilize blade signs to draw pedestrians in

	
<p>DO – Have blade signs that are visible to people walking by your storefront. Center blade sign over your main entrance, where possible.</p>	<p>Don’t put up blade signs that are visually uninteresting with too much text.</p>

5. When using awnings, have text on valance only or no text at all.



DO – Install canvas or metal awnings with a consistent size, profile and location when in a single building. Also, design creative awning shapes that are complementary to the overall building. Signage should be located on the valance of the awning only.



Don't apply large signage on the sloped portion of an awning or use a material other than canvas or metal. No vinyl.

6. Never use temporary vinyl signs as your primary signage



DO – Have signs that are attractive, durable, and long lived. Wall mounted letters are a good alternative to temporary banners.

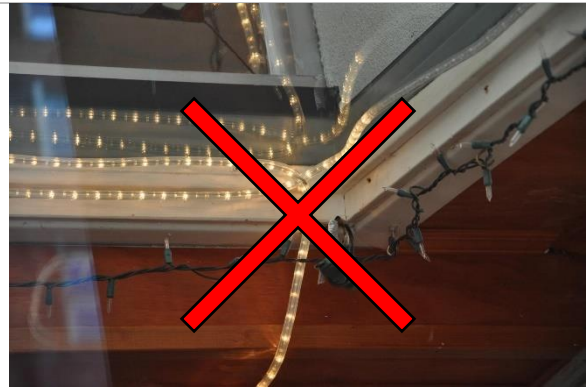


Don't use temporary banners as permanent signage.

7. Never use cheap looking LED strip lights or rope lights

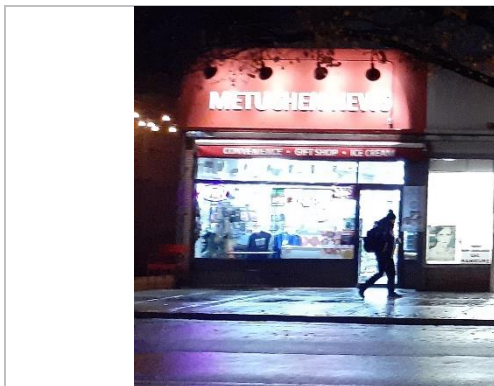


DO – Use appropriate lighting in your windows, even when you are not open, to let people know what your business is about.



Don't use rope lights or LED lights around the frame of your windows. This is a tactic better used on the highway than it is in a walkable attractive downtown.

8. Avoid using neon or LED "Open" Signs



DO – Utilize your lighting, signage, windows and doors to let people know when you're open. Strive for 75% staging and at most 25% product in your displays. When you're not open leave the lights on. Have a flipable open and closed sign on a suction cup that hangs on your door.



Don't put up neon or LED "Open" signs to say that you are open. They draw the eye away from your windows (which should be well staged and lit) and sight lines into your store. People should know you are open because your windows are colorful, bathed in light, and fun to look into.

9. Do not tape anything to your windows



DO – Use suction cups with metal hooks or reusable cling frames when posters are needed. Cling frames are 8.5X11 with black border (recommended) or white ½ border clings. Also available in 11” x 17” and other sizes.



Don't use tape. It's cheap looking and not professional.

10. Signs should be externally lit and not internally lit



DO – Utilize gooseneck lights and bullet lights to highlight your sign at night.



Don't use internally lit signs. They suggest an automotive environment and are not welcoming to pedestrians.

11. Paint is for walls, not windows



DO – Keep your windows clear of paint to increase visibility, sightlines, and draw people in. To place your logo, use vinyl decals and limit them to less than 10% of the window area per ordinances.



Don't paint on your windows. They are a selling surface. Painting on windows turns them to a wall.

12. Encourage pedestrian flow to and from your business



DO – Have a minimum of a 6-foot wide thoroughfare so that people on wheelchairs, pushing strollers, or walking two abreast can easily pass by.



Don't fill the sidewalk in front of your business with so many elements that pedestrians cannot get by or must stop.

13. Have lighting to focus on products and direct customers



DO – Track lighting on a long and continuous run creates opportunities to place a light fixture almost anywhere it is needed to highlight products. Inexpensive track fixtures can spot light product. With track light fixtures use LED PAR lamps at 2700 Kelvin. Juno and Halo are affordable commercial brands.



Don't use off the shelf track lights, or lights with too small bulbs or bulbs of the wrong variety.

14. Never place white blinds or shades in a window



DO – Dark window shades on a naturally dark window make it appear like you are still open, even when the blinds are down.



Don't use white curtains, shades, or blinds. They make the naturally dark window look like a wall with the lighter colors and make your store look closed.



For more information, please contact:

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