

# MEMO

TO: RiverCenter Membership

FROM: RiverCenter Office

DATE: Wednesday, October 8, 2003

RE: Outdoor Displays – *This is NOT “A” Frame Signs or Signs of any manner*

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**Please Note:**

**You must read the entire memo to fully understand the “seasonal period” criteria.**

You probably know that RiverCenter has been diligently working with the Borough Council for several months regarding outdoor displays. At the Red Bank Borough Council meeting on September 23<sup>rd</sup> the Mayor and Council voted to allow merchants to use outdoor displays on a **seasonal basis**, which will run from the time of VIC approval to January 9, 2004. There is a standard that must be followed during this designated period. It is **imperative** that everyone wishing to have an outdoor display follow these guidelines for the continuation of this program. If anyone tries to put out a display without approval the privilege will be lost for everyone.

Here are the outdoor display guidelines:

- All outdoor displays must be approved by RiverCenter’s Visual Improvement Committee, Tommy Welsh, Jim Williams, and then Police Chief Fitzgerald. You can call RiverCenter at 732-842-4244 to schedule a meeting to be put on the VIC agenda. Please note that VIC is a volunteer committee and can only get to several applications a night. To be considered, an application must be correctly followed and complete. Guidelines are available at RiverCenter.
- Even after approval, the Mayor and Council reserve the right to veto any outdoor display that they feel is inappropriate or obstructing pedestrian traffic.
- Sandwich boards are **not** outdoor displays and are still **prohibited** in the downtown. Please do not submit these applications for they will be turned down.

To have your display reviewed by VIC please bring the following information to RiverCenter’s Office, 20 Broad Street, 2<sup>nd</sup> Fl, as soon as possible:

- Picture of your building and the adjacent buildings
- Picture or drawing of the outdoor display
- The material, size and colors of the outdoor display (No display may protrude more than 2’ out into the sidewalk)
- The elevation of the outdoor display and its location in reference to your building.

If you have any questions please contact RiverCenter at 732-842-4244.