



# Standard Operating Procedure

Department: Administration	Issue Date: 12-07-2015	SOP # 101-15-001	Resolution # 2015-417
Title: Display of Banners, Ribbons and messages on the Community Bulletin Board in the Downtown Business District.		Approved by: Mayor and Council	

## I. Purpose

To provide a procedure to review and approve messages for banners, the installation of ribbons and requests for messages on the Community Bulletin Board within the Downtown Business District. The requests must have an association or related function with the school district, local, county, state, federal government or Non-profit entities located in New Providence.

## II. Definitions

- a. *Authorized Event* – Events must meet the following criteria:
  - i. Event venue must be within the Borough of New Providence.
  - ii. Event must be open to the public or all members of the community
  - iii. All proceeds must benefit a non-profit organization
  - iv. Event may not be religious or political in nature or promote same.
- b. *Community Bulletin Board* – the Variable Message Board located at the corner of Springfield Avenue and South Street.
- c. *Downtown Business District*. The area is defined in Borough Ordinance 2006-01 which includes the areas on Springfield Avenue from Gales Drive to the vicinity of 1351 Springfield and South – Passaic Streets from Elkwood Avenue to Gales Drive.
- d. *Park Banner Poles* - The poles installed in Veteran’s Park and Centennial Park for the purpose of displaying banners in accordance with this policy.
- e. *Street Banner Poles* – The banners poles installed on South Street near Gales Drive and Springfield Avenue near Academy Street for the purpose of displaying banners over the roadway in accordance with this policy.
- f. *Streetlights* – The black streetlight poles within the Downtown Business District.

## III. Policy for Banners

- a) It shall be the policy of the Borough Council that public information banners displayed within the Downtown Business District shall be limited to Centennial Park, Veteran’s Park or the banner poles across Springfield Avenue and South Street, unless specifically authorized by the Borough Council.
  - i. Display of banners by and for businesses within the Downtown Business District shall be reviewed, approved and displayed in accordance with Borough Ordinances.
- b) Entities sponsoring the events as described in section II a) of this policy may be permitted to hang a maximum of two banners for each event, (1) one on Park banner poles – Centennial or Veteran’s Park and (1) one on Street banner poles – across South Street at Gales Drive or Springfield Avenue at Academy Street.

- d) All requests for display of banners must be forwarded to the Borough Administrator for review and to assure compliance with this policy.
- e) Banners installed across Springfield Avenue or South Street require approval from the County of Union.
  - i. The Borough Clerk's office shall forward requests to Union County that have been approved by the Borough Administrator.
- f) The Borough Administrator is authorized to grant permission to post banners in accordance with the criteria set-forth herein. Unusual or extenuating circumstances may be forwarded - at the sole discretion of the Borough Administrator, to the Borough Council for consideration.
- g) Requests will not be granted between December 1<sup>st</sup> and April 1<sup>st</sup>.

#### **IV. Policy for Ribbons**

- a) It shall be the policy of the Borough Council that ribbons may be installed within the Borough of New Providence through authorization of the Borough Administrator, provided the following criteria are satisfied.
- b) Ribbons must represent a local, county, state, or national organization. Organizations without specific ties to the Borough of New Providence will be decided on a case-by-case basis by the Borough Administrator.
- c) Ribbons may be installed for no more than a two week period on the black lamp posts located in the downtown area.
  - i. If ribbons are not removed in a timely manner, future requests may be denied at the discretion of the Borough Administrator.
- d) Only one group/organization may install ribbons at a time. The Borough Administrator will assign time periods for groups meeting the criteria set forth herein.
- e) Unusual or extenuating circumstances may be forwarded - at the sole discretion of the Borough Administrator - to the Borough Council for consideration.

#### **V. Policy for Community Bulletin Board**

- g) The purpose of the Community Bulletin Board is to promote events as identified in section 2 a).
- h) Requests for posting shall be directed to the Public Information Officer (PIO) of the Borough of New Providence, who may be contacted via the Borough's web-site.
  - i. Requests must be submitted at least 2 weeks before the preferred dates of display.
  - ii. No posting shall be granted for a period exceeding 14 days.
  - iii. The PIO has sole discretion with the scheduling of messages. While every effort will be made to accommodate requests, there may be times where message display times will need to be modified due to the number of messages requested for those periods.
- i) The content of the message will be reviewed by the Public Information Officer (PIO). If the PIO deems the message to be inappropriate, the PIO will confer with the applicant to alter the message or to deny the request.

Original Issue: December 7, 2015  
Revised: February 7, 2018

**BOROUGH OF NEW PROVIDENCE**  
**REQUEST TO DISPLAY**  
**TEMPORARY BANNER/SIGN**  
 360 Elkwood Avenue, New Providence, N.J. 07974  
 (Voice) 908-665-1400 ext 0 (Fax) 908-665-9272  
[www.newprov.org](http://www.newprov.org)  
 Wendi B. Barry, Borough Clerk



All requests to hang temporary banners must be approved by the Borough Administrator of the Borough of New Providence, in accordance with Council Policy 101-15-001 of the Borough of New Providence. There is no charge to hang temporary banners/signs.

Applicant:			
Address:			
Contact Person:			
Phone Number :		Cell phone:	
E-mail Address:			
LOCATION BANNER(S) TO BE DISPLAYED – MAXIMUM OF TWO (2) BANNERS			
<b><i>AUTHORIZATION FOR ONE OVERHEAD BANNER AND ONE PARK BANNER:</i></b>			
	<del>Overhead banner across South Street at Gales Drive, or</del> <b><u>NOT AVAILABLE AT THIS TIME</u></b>		
	<del>Overhead banner across Springfield Avenue at Gales Drive</del> <b><u>NOT AVAILABLE AT THIS TIME</u></b>		
	Veterans Park - South Street - ground banner hung from display poles, or		
	Centennial Park – Springfield/Academy – ground banner hung from display poles		
Dates of Display:	From:		To:

**INSTRUCTIONS:**

1. **ALL REQUESTS MUST BE IN ACCORDANCE WITH COUNCIL POLICY 101-15-011.**
2. Requests must be received ***at least one month in advance*** of the requested date of display.
3. **ALL REQUESTS MUST BE ACCOMPANIED BY A SKETCH OR RENDERING OF THE BANNER OR SIGN (see next page).**
4. Length of display is limited to **two weeks**. Installation and removal of banners will occur Monday through Friday. Requests will not be granted between December 1 and April 1.
5. Banners/signs must be constructed of durable materials, maintained in good condition, properly secured and not be allowed to become dilapidated.
6. The content or advertising which may be displayed on banners/signs shall be limited to the following:
  - a. Identification of the building or its owners or occupants of the premises.
  - b. Information concerning the activities conducted on the premises or the goods and services offered in connection therein.
7. Temporary banners/signs affixed to buildings are limited in size to 25% of building frontage.
8. Free standing, temporary banners/signs are limited to 3'x5' in size.

9. Park banner/sign finished size 48" wide by 70" tall. Banner must have a two inch sleeve at top and bottom of banner with 7/8" grommets at corners inside of sleeve.
10. ~~Maximum street banner size is 3 feet tall and 20 feet wide. Banner must be of suitable banner material and weight (16 oz. - 22 oz.), double stitched hems with grommets approx. every 2 feet. Nylon webbing sewn into the hem will help strengthen the banner. Reinforced corners with D-ring attachments and wind slits (u-shaped cuts) are required. NOT AVAILABLE AT THIS TIME.~~
11. The Borough's Property Maintenance Officer will be responsible for enforcing these policies.

**PLEASE INCLUDE A SKETCH OR RENDERING OF BANNER/SIGN IN SPACE BELOW.**

**FOR OFFICE USE ONLY**

Date Application Received:	
Date Approved:	By:
Date Denied:	By:

BOROUGH OF NEW PROVIDENCE

BOROUGH OF  
NEW PROVIDENCE

SETTLED IN 1720

REQUEST TO DISPLAY RIBBONS

360 Elkwood Avenue, New Providence, N.J. 07974

(Voice) 908-665-1400 ext 0 (Fax) 908-665-9272

[www.newprov.org](http://www.newprov.org)

Wendi B. Barry, Borough Clerk



All requests to display ribbons on public property must be approved by the Borough Administrator of the Borough of New Providence, in accordance with Council Policy 101-15-001 of the Borough of New Providence. There is no charge to display ribbons.

Organization:			
Address:			
Contact Person:			
Phone Number :		Cell phone:	
E-mail Address:			
Dates of Display:	From:		To:

**INSTRUCTIONS:**

1. Requests must be received ***at least one month in advance*** of the requested date of display.
2. Ribbons may be installed on the black lampposts located in the Downtown Business District.
3. Length of display is limited to **two weeks**. If ribbons are not removed in a timely manner, future requests may be denied at the discretion of the Borough Administrator.
4. The Borough's Property Maintenance Officer will be responsible for enforcing these policies.

**FOR OFFICE USE ONLY**

Date Application Received:	
Date Approved:	By:
Date Denied:	By: