



Standard Operating Procedure

Department: Administration	Issue Date: 12-07-2015	SOP # 101-15-001	Resolution # 2015-???
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 establish the procedures and guidelines associated with reviewing and approving the display banners, the installation of ribbons and requests for messages on the Community Bulletin Board within the Downtown Business District.

II. Definitions

- a. *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.
- b. *Park Banner Poles* - The poles installed in veteran's Park and Centennial Park for the purpose of displaying banners in accordance with this policy.
- c. *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.
- d. *Streetlights* – The black streetlight poles within the Downtown Business District.
- e. *Community Bulletin Board* – the Variable Message Board located at the corner of Springfield Avenue and South Street.

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 representing the organizations described in section III c) of this policy may be permitted to hang a maximum of two banners for each event, 1) Park banner poles – Centennial or Veteran's Park and 1) on the Street banner poles – across South Street at Gales Drive or Spring Avenue at Academy Street.
- c) All banners displayed must have an association or related function with the school district, local, county, state or federal government functions.
- d) All requests for display of banners must be forwarded to the Borough Administrator for review and determination consistent with this policy.
- e) Banners installed across Springfield Avenue or South Street requires 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.

II. 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 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.

III. Policy for Community Bulletin Board

- a) The purpose of the Community Bulletin Board is to promote programs of community interest relating to municipal, county or school events. Messages from the following individual/groups/entities are not permitted.
 - i. Private persons or entities;
 - ii. Businesses;
 - iii. Political organizations;
 - iv. Religious organizations:
- b) 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 should 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.
- c) 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