

Township Banner Policy

Canvas/cloth signs or banners shall not be stretched, hung, or otherwise placed over or across any public place except when authorized by a Street Banner Permit issued by the Township Administrator and then only upon the terms and conditions and for the period of time authorized by the Street Banner Permit. All other signage, banners and displays on private property should follow the Township's sign ordinance.

Eligibility - The banner program should represent or promote local non-profit, cultural civic events or Millburn Township events. Banners are not to be used for commercial advertising or activity to advertise or promote political parties or issues. A professionally placed logo of a business, entity or corporation sponsoring the event may be included on a banner.

Street banners may be displayed for up to a maximum of 30 days, but cannot be displayed more than 30 days prior to the event or activity for which it is displayed.

There shall be no more than one special event cross-street banner placed at any given time.

Banners can only be installed at approved locations. The only approved location for the streetlight/cross-street banners at this time is the Essex Street Island across from the Department of Public Works building.

Banner Information Content - All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event or non-profit group. Banners can include text for dates, activities, logos, and/or title of the event.

Banner Specifications – Streetlight banners and cross-street banners shall comply with the following specifications:

1. All banners shall be printed on both sides of the banner fabric.
2. Streetlight banners shall be made of a high quality canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold and mildew. Each banner shall have two (2) double-stitched reinforced hems and four (4) brass grommets. Grommets must be along the top and bottom of the banner every 2.5'. The dimensions for the pole that hold up the banners are 9.5" wide by 4" tall, with a 2.75" fold on top and bottom for the banner to slide on.
3. Cross-street banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold and mildew. Each banner shall have two double stitched reinforced hems and connected to building with rope or wire placed through the upper and lower hems. Cross-street banners must have wind slits. Cross-Street banner size will depend on the locations selected or placement, but shall be no larger than 25' wide by 3' tall. Grommets must be along the top and bottom of the banner every 2.5'. The dimensions for the pole that hold up the banners are 9.5" wide by 4" tall, with a 2.75" fold on top and bottom for the banner to slide on.
4. The Township Administrator has the authority to refuse the placement of banners which, because of previous use, are in poor condition. In addition, the Township Administrator has the authority to order the removal of banners which have become frayed, ripped or otherwise unsightly.

Application Process – The sponsoring organization shall complete the banner permit application and present it to the Township Administrator's office at least six (6) weeks prior to the planned installation

date. The Township Administrator will review the application received with the Superintendent of Public Works, which may take up to three weeks for review and for a recommendation to be made.

All municipal and quasi-municipal organizations (including, but not limited to Cora Hartshorn Arboretum, Greenwood Gardens, Paper Mill Playhouse and Township schools, SID?) shall take precedence over other requests. The Township shall honor recognized events which are held annually by municipal and quasi-municipal organizations (i.e. July 4th, Memorial Day Parade) and will reserve banner space for such events. Other special events shall be approved on a first-come first-served basis.

Sponsoring organizations wishing to place banners must carry a \$500K General Liability insurance policy. Sponsoring organization shall provide the Township with proof of insurance listing Millburn Township as an "Additional Insured." Said insurance certificate shall be provided to the Township Administrator's Office and be approved before any banner placement activities may take place.

The applicant is responsible for dropping off the banner to the Department of Public Works within 7 days of the approval of the application.

Banner Placement – The Millburn Department of Public Works shall be responsible for placement and retrieval of approved banners, and will not be liable for any damage that may occur during the installation or removal process. Banners need to be picked up within 2 days after removal.

Please email Administrator@millburntp.org with any questions regarding the process.