

**BOROUGH OF MENDHAM
MORRIS COUNTY, NEW JERSEY**

RESOLUTION 58-2019

**RESOLUTION OF THE BOROUGH OF MENDHAM, IN THE COUNTY OF MORRIS
AND STATE OF NEW JERSEY, AMENDING THE BOROUGH OF MENDHAM
BANNER POLICY TO DESIGNATE BOROUGH-SPONSORED EVENTS AS TIER
ONE PRIORITY**

WHEREAS, the Mayor and Council have established a Banner Policy, attached hereto, with regard to displays on Borough property; and

WHEREAS, this Policy takes into consideration the goals and objectives of the Borough's Master Plan, Sign Ordinance and the overall aesthetics of the Borough; and

WHEREAS, the Mayor and Council desire to designate Borough-sponsored events as having Tier One priority ahead of any other event and retain the right to limit timeframes for lower-tier banners to allow for appropriate distribution between events.

NOW, THEREFORE, BE IT RESOLVED by the Borough Council of the Borough of Mendham, in the County of Morris and State of New Jersey, as follows:

1. The Borough of Mendham Banner Policy, attached hereto, is hereby amended to designate Borough-sponsored events as Tier One priority over any other events, effective immediately.
2. The Banner Policy is additionally amended with the language, "The Borough reserves the right to limit the maximum time period for Tier III and Tier IV banners to between one and two weeks based on reasonable criteria, such as the number of other applications and potential audience size of events."
3. The Administration is hereby authorized and directed to amend the Banner Policy in accordance with this resolution.
4. The Banner Policy shall be kept on file in the Borough Clerk's Office.
5. This Resolution shall take effect immediately.

DATED: February 25, 2019

ATTEST:

Christine S. Glassner, Mayor

Michelle Masser, Borough Acting Clerk

**BOROUGH OF MENDHAM
BANNER POLICY**

I. PURPOSE

In accordance with Ordinance #8-12, Banners are permitted in the Borough of Mendham subject to the Borough Policy herein established. The Borough Council has developed this policy in order to regulate and prioritize the requests to place banners on Borough property. The policy supports the intent of the sign ordinance as to not intrude upon the small-town, 19th century atmosphere that has been maintained through the years. It is supportive of the Borough's Master Plan.

II. GENERAL GUIDELINES

- A. Banners will be limited to non-profit organizations or organizations endorsed by Governing Body that are located within Mendham Borough and/or hold events that benefit the Borough, its residents and businesses.
- B. All banners will be hung, one at a time, on one set of Borough banner poles located near the center of town. No banners will be permitted in any other location.
- C. Timing of banners will be managed on a first come, first serve basis in accordance with the priorities listed in Section III.
- D. All organizations approved for banners will not be permitted any portable civic event signs in any location along East and West Main Street throughout the Borough.
- E. In aggregate, twelve (12) banners per year will be permitted for a maximum period of two (2) weeks each. In the interest of safety, no banners shall be permitted in the months of January and February.
- F. The Borough reserves the right to remove and/or prohibit a banner in the event of inclement weather. If a banner is damaged or poses a hazard to traffic or pedestrians, it will be removed by order of the Mendham Borough Police. Damaged banners will be available for pick up at the Mendham Borough Police Department, 3 Cold Hill Road.
- G. Requests for banners will be made via an application process administered by the Borough Clerk:

Applications for Tier I events may be made nine (9) months in advance but no later than two (2) months prior to the event. A Tier I event shall be given priority for the same period (i.e. week) that was reserved for the prior year.

Applications for Tier II, III and IV events may be made six (6) months prior to the event but no later than two (2) months prior to the event. A Tier II, III and IV event shall be given priority for the same period (i.e. week) that was reserved for the prior year. However, such application will not be decided until there are less than sixty (60) days but more than thirty (30) days prior to the reservation date.

Applications for Tier V events must be made six (6) months prior to the event however no later than two (2) months prior to the event. However, such application will not be decided until there are less than sixty (60) days but more than thirty (30) days prior to the reservation date.

Notwithstanding any priority claimed in this policy, all requests that are competing for the same time period, provided they are timely filed, shall be decided by the priority of Tier. If requests are from the same Tier then it shall be decided on the basis if a prior year's approval was obtained for any applicant. Otherwise, it will be decided by the party that filed the earliest application.

- H. All application requests will contain required information about the organization, description of how the banner will benefit the Borough, banner timing, and a graphic of the banner including the size, material, lettering and style.
- I. Installation of the banner can be through the Borough Fire Department with all arrangements being made by the applicant. Other methods of installation can be used with presentation of appropriate insurance, and installation must be supervised and approved by the Borough.
- J. All applications are subject to both Borough Council and Morris County Board of Chosen Freeholders approval. It is the responsibility of the applicant to obtain the approval from the Morris County Board of Chosen Freeholders.
- K. Banners should not be purchased until approval is granted by the Borough Council.
- L. All applicants must provide the appropriate insurance to be specified by the Borough.
- M. All banners must be kept in good repair.

III. BANNER PRIORITIES

TIER I: Pastime Club Circus, Harvest Hustle/8th Grade Fair, MBA Holly Trail, Library House Tour, Labor Day Parade/Carnival, Garden Club Plant Sale, Rotary Antique Show, Fire Department Christmas Tree Burn, School Function

TIER II: Other Mendham Borough Civic Organizations

TIER III: Mendham Borough Educational Organization

TIER IV: Other Mendham Borough organizations that are primarily for the benefit of the residents/businesses of the Borough.

TIER V: Other non-profit organizations based on availability and approval of the Borough Council in accordance with this policy.

IV. BANNER SPECIFICATIONS

- A. Banners will be limited in size from 2.5 ft.-3ft. in height to 8ft.-16 ft. in width.
- B. Material will be of heavy canvas, oil cloth or other weather-proof material. No paper Banners will be accepted.
- C. Design of banners should be in keeping with the historic nature of the town.
- D. Primary text logos, sponsor names and graphics on banners are discouraged. They may only be included at the discretion of the Borough Council.
- E. No neon, metallic, reflective or light emitting material will be used.
- F. No external or internal lighting of banners will be permitted.
- G. Banners will be flat without any raised surfaces.
- H. Wind holes should be constructed into the banner.
- I. Rope: Two lengths of good grade, minimum 3/8" nylon diameter rope, 75 ft. in length shall be securely sewn into both the top and bottom of the banner or metal eyelets shall be incorporated into the banner, one at each corner and one at the center top of the banner for a total of five. Inside diameter of eyelet to be 1/2 inch. Two lengths of 3/8" nylon diameter rope 75 ft. in length to be provided. Clothes line is not acceptable.