

Township of Mount Holly

23 Washington Street · Mount Holly, New Jersey 08060
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Banner Permit Application

For Banners to be Hung on Banner Poles

Applicant Information

Name / Organization: _____

Address: _____

Telephone Number: _____

Contact Person: _____

Banner Details

Brief Description:

(Attach a color rendering or sketch of the banner)

Wording and/or Symbols to be Displayed:

Banner Dimensions: _____

Hang Date: _____

Removal Date: _____

Banner Retrieval Contact

Name, address, and phone number of the person or organization responsible for retrieving the banner after removal from display:

Name: _____

Address: _____

Phone Number: _____

Signature

Signature of Applicant

Date

Administrative Use Only			
Permit #	\$150.00 Fee Paid	Date Issued	Zoning Officer

Banner Pole Regulations

Township of Mount Holly – Chapter 156

§ 156-1. Permit Required

No banner may be hung on the Township's banner poles without first obtaining a permit and complying with all rules and regulations in this chapter.

§ 156-2. Availability for Use

The Township Manager sets the dates when banner poles are available, taking into account maintenance needs, Public Works schedules, special events, high winds, and other emergencies. In the event of an emergency, the Manager or Chief of Police may order the immediate removal of a banner already on display.

§ 156-3. Scheduling and Permit Application

Banner pole time slots are assigned on a first-come, first-served basis. Note: Burlington County has the right under an interlocal services agreement to supersede a previously approved request (a copy of that agreement is on file with the Township Clerk).

A. To reserve a date, submit a completed application and a non-refundable fee of \$150. (The fee will be refunded only if Burlington County pre-empts your reservation.) Applications may not be submitted more than one year before the event. All permit requirements must be satisfied at least 14 days before the banner is scheduled to be hung.

B. Once a completed, paid application is received, the requested date will be reserved — subject to permit conditions and the interlocal agreement with Burlington County. Failure to meet deadlines may result in permit cancellation. All permits require, at minimum:

- (1)** Compliance with design requirements
- (2)** Compliance with construction, size, material, and mounting requirements
- (3)** Compliance with insurance requirements

§ 156-4. Design Requirements

A. The final banner design must be delivered to both the Township Clerk's office and the Neighborhood Services office at least 30 days before the scheduled hang date. The design must reflect exactly what will appear on the banner, consistent with the sketch submitted with the application. The Township will respond within seven business days. Unapproved banners will not be hung.

B. Banners may only promote:

- Community events, festivals, or sporting events
- Tourism-related promotions
- Events sanctioned or sponsored by the Township, Township School District, Rancocas Valley Regional School District, Mount Holly MUA, or Mount Holly Fire District
- Events sponsored by the Mount Holly UEZ or Main Street Mount Holly
- Events sponsored by nonprofit organizations or agencies

All banners must identify the sponsoring organization.

C. Banners must promote events. Banners may not advertise products or services, advocate for a political party, candidate, or position, or promote any religion or religious belief.

D. Banners may include general greetings such as 'Welcome to Mount Holly.'

§ 156-5. Construction Requirements

Banners that do not meet construction requirements will not be hung — no exceptions. The specifications below are minimum requirements and may be updated by Township Council on the recommendation of the Township Engineer. Previously hung banners may be inspected; any banner deemed structurally deficient will not be rehung. The permit holder is responsible for the cost of any required engineer's inspection.

A. Size: Maximum 24 feet wide and 4 feet tall. Banners must have wind load relief flaps (18" wide x 10" tall) spaced at a minimum density of one flap per 10 square feet, distributed uniformly across the banner.

B. Material: Banners must be made of #12 duck canvas, vinyl-coated nylon, or polyester fiber mesh with vinyl coating. Text and designs may be sewn, painted, or applied as vinyl lettering. Changeable date/information panels may be secured with a 1" Velcro® strip around the entire piece; each panel must be no larger than 4 sq. ft. and must not cover a wind relief flap. Alternate materials require written approval from the Township Engineer.

C. Mounting: Banners must have 2"-wide, 22-oz. nylon strips sewn along the full length of the top and bottom edges. Grommets must be installed on 24" centers along both edges within these strips. "D" or "O" rings must be provided at each corner for securing the banner in position.

§ 156-6. Insurance Requirements

Before any banner is hung, the Township must receive a liability insurance certificate from the applicant. The certificate must cover property damage or personal injury arising from the banner's use, hanging, or installation, and must name the Township of Mount Holly and the County of Burlington as additional insureds, with a single-limit coverage amount of at least \$300,000.

§ 156-7. Delivery, Hanging, and Retrieval

A. Delivery: Banners must be delivered to the Township Clerk's office (or another location the Clerk designates) at least 7 days before the scheduled hang date. Late-delivered banners will not be hung, and no fees will be refunded.

B. Hanging: Banners are hung and removed by the Township's Public Works Department, normally on Mondays. Schedules may shift due to inclement weather, high winds, or operational needs.

C. Retrieval: The Township will notify the banner owner when the banner is ready for pickup after removal.

§ 156-8. Additional Provisions

- A.** The Township is not liable for banners hung late or removed early, and no fee refunds will be issued in such cases.
- B.** Banners not picked up within one week of the Township's pickup notice may be disposed of without liability to the Township.
- C.** No banner may be displayed for more than four weeks.
- D.** The Township reserves the right to cancel or shorten any banner display without cause.
- E.** Banners may not display words or images that are obscene or pornographic by community standards.
- F.** Banners may not display trademarked or copyrighted images unless the applicant provides written proof of authorization and an indemnification agreement to the Township at least 14 days before the display date.
- G.** The Township may refuse to hang banners that are torn, tattered, soiled, or have loose letters, border strips, or grommets.