

**BOROUGH OF RED BANK
COUNTY OF MONMOUTH
STATE OF NEW JERSEY**

ORDINANCE NO. 2025-22

**ORDINANCE AMENDING CHAPTER 603: "STREET BANNERS" TO UPDATE
PROCEDURES AND REGULATIONS PERTAINING TO STREET BANNERS**

BE IT ORDAINED by the Mayor and Council of the Borough of Red Bank, County of Monmouth, State of New Jersey, that Chapter 603: "Street Banners" of the Borough's Revised General Ordinances is hereby amended as follows (~~stricken~~ text deleted; underlined text added):

CHAPTER 603: "STREET BANNERS"

§ 603-1 Application to hang banners

Persons or organizations that desire street banners for events sponsored by or affiliated with ~~events within~~ the Borough of Red Bank may apply to the Borough Clerk to have such banners hung on either Shrewsbury Avenue or Broad Street at a location approved by the Borough in accordance with this Chapter ~~and removed by the Municipal Department of Public Utilities.~~

§ 603-2 Application fee ~~Approval of Application.~~

After review of the application under the requirements of Section 603-3 of this Chapter, if approved, the Borough Manager shall issue written approval to the applicant, including a depiction of the approved banner and the permitted location of the banner. Such applications shall be made to the Borough Clerk accompanied by a fee of \$250.

§ 603-3 Applicant Requirements and Responsibilities.

The Borough Clerk will cause the application to be processed by the Borough Manager ~~Department of Public Utilities~~; provided, however, the applicant must that the applicant shall substantiate the following:

- A. The applicant shall set forth the requested location(s) of the banner(s) and shall include a depiction of the banner(s) for which approval is sought. All banners shall be hung and displayed in a safe manner. ~~All approvals and/or permits for such banner have been obtained from the governing body;~~
- B. The banner conforms to the requirements of Jersey Central Power and Light Company;
- C. The applicant has provided liability insurance in an amount of not less than \$1,000,000 ~~and approved as to form by the Borough Attorney, which policy shall name the Borough as coinsured an additional insured; and~~
- D. The applicant shall sign a save-hold harmless and indemnification agreement in favor of the Borough.
- E. The applicant shall set forth detailed information regarding the person or entity who will hang the banner in its permitted location. All applicants and/or their agent(s) or contractor(s) hanging permitted banner(s) shall be duly qualified and insured.

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F. All banners shall be removed within two (2) business days after the advertised event. No banners shall be hung more than thirty (30) days prior to the advertised event. These time periods before and after the advertised event may be adjusted in the discretion of the Borough Manager, and any such adjustments shall be noted on the written approval.

BE IT FURTHER ORDAINED by the Mayor and Council of the Borough of Red Bank that any ordinances or portions thereof which are inconsistent with the provisions of this Ordinance are hereby repealed as of the effective date of this Ordinance. All other provisions of the Revised General Ordinances are ratified and remain in full force and effect.

BE IT FURTHER ORDAINED by the Mayor and Council of the Borough of Red Bank that if any provision of this Ordinance or the application of such provision to any person or circumstance is declared invalid, such invalidity shall not affect the other provisions or applications of this Ordinance which can be given effect, and to this end, the provisions of this Ordinance are declared to be severable.

BE IT FURTHER ORDAINED by the Mayor and Council of the Borough of Red Bank that this Ordinance shall take effect immediately upon adoption and publication in accordance with the laws of the State of New Jersey.

INTRODUCTION						COUNCILMEMBER	FINAL ADOPTION					
Moved	Sec.	Aye	Nay	Abs.	NP		Moved	Sec.	Aye	Nay	Abs.	NP
	X	X				KRISTINA BONATAKIS			X			
		X				DAVID CASSIDY					X	
		X				NANCY FACEY-BLACKWOOD		X	X			
		X				BEN FOREST			X			
X		X				LAURA JANNONE			X			
		X				KATE TRIGGIANO	X		X			
		X				MAYOR WILLIAM PORTMAN			X			
Introduced: July 10, 2025						I hereby certify the above ordinance was adopted by the Borough Council of the Borough of Red Bank, County of Monmouth, State of New Jersey on the aforementioned date.  Mary Moss, RMC- Borough Clerk						
Final Adoption: July 24, 2025												