

# BANNER REQUEST INFORMATION

It is the responsibility of the applicant to obtain the following:

1. Certificate of Liability Insurance naming JCP&L and Verizon as additionally insured.
  - Public Bodily Injury Liability for \$2,000,000 per person/ per occurrence
  - Property Damage Liability for \$1,000,000 per occurrence, \$1,000,000 annual aggregate
  
2. Permission from the Morris County Freeholders

Morris County Board of Chosen Freeholders  
County Administration Building  
PO Box 900  
Morristown, New Jersey 07963-0900

Send letter (sample letter attached) to the attention of Susan Allard, Deputy Clerk of the Board. Board meetings are held the 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays of each month so please leave adequate time to receive permission.

3. Completed Township Banner Request Packet, including:
  - A. Township Banner Request Form. When this form is signed by the Clerk your banner has been approved and your dates are reserved.
  
  - B. Letter of Indemnification addressed to JCP&L and indicating the number of days you are requesting the banner be installed. Clearly print the name of the organization requesting permission, sign and print your name, and include a contact number.
  
  - C. Banner/Flag Installation Form with your contact information. The pole information is included on the sample provided. If the company you hire to hang your banner plans on using a different manner to hang the banner you will have to provide that information to JCP&L.

4. Get Approval & Reserve Dates - Once the above is completed, present documentation to the Clerk for signature on Letter of Indemnification and Township Banner Request Form. \*\*Dates are reserved only upon submittal of completed packet and documentation to the Township Clerk.\*\* **Requests must be received at least 30 days in advance.**

5. Send all paperwork to:

Mervat Buscemi  
Distribution Specialist – Joint Use  
Jersey Central Power & Light  
331 Newman Springs, Road, Bldg. 3  
Redbank, NJ 07701

\*\*JCP&L asks for a minimum of **30 days** from receipt of request to process approvals. Questions can be directed to 732-212-4261 or 732-212-4517.

6. Make arrangements to hang your banner. When you have received approval from JCP&L you can make arrangements for hanging your banner. You can use any company that provides such service.

\*\* Sign-A-Rama in Succasunna  
973 584-9301

## GENERAL BANNER GUIDELINES

1. Banner must be no larger than four (4) feet by thirty (30) feet.
2. Banners must have wind sails.
3. No metallic material is to be used in either the banner or the support ropes.  
(Metal grommets are allowed).
4. An eighteen (18) foot clearance must be maintained between the road surface and the lowest point of the horizontal banner.
5. The banner must be attached to the pole in the communication space at least forty (40) inches below Jersey Central Power & Lights secondary or neutral conductor and not closer than twenty (20) inches beneath a streetlight bracket.
6. Banners must be tied to the poles and not fastened in any other manner. Attaching banners to utility company cables is prohibited.
7. Request for the installation of all decorative items such as flower pots, signs, etc. on utility poles is denied.
8. All safety precautions **MUST** be observed and adhered to when installing and removing banners, emphasizing proper clearances from electric facilities as specified in the current edition of the National Electrical Safety Code (NESC).
9. The applicant shall agree to the condition that in the event of emergency work being required on a pole with a banner, the utility companies reserve the right to remove the banner in order to proceed with the work. Jersey Central Power & Light and Verizon shall bear no liability for the condition of the banner upon removal, nor will the utilities bear any cost liability associated with the removal or reinstallation.
10. Banners will not be installed in inclement weather. The Township reserved the right to delay the installation of banner if such installation will pose a risk or safety hazard to others.
11. Banners must be hung no earlier than one month before the banner's advertised event or seasonal message, and should be removed as soon as possible after the event or season.
12. Requests must be received by the Township Clerk at least 30 days prior the banner installation. Late submissions will be denied.
13. The Township reserves the right to give priority to Township organizations.
14. Banners will be permitted for two week periods, allowing for a maximum of two banners per month.

**MENDHAM TOWNSHIP  
BANNER REQUEST FORM**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone : \_\_\_\_\_

Event : \_\_\_\_\_ Event Date: \_\_\_\_\_

Dates Requested for Banner: \_\_\_\_\_

The following items are required before approval:

- Certificates of Insurance
- Morris County Freeholder Permission
- Letter of Indemnification
- Banner/ Flag Installation Form

Banner Approved for: \_\_\_\_\_  
(dates approved)

Clerk Signature: \_\_\_\_\_

Date Approved: \_\_\_\_\_

*\*\*All documentation must be submitted at least 30 days prior to banner installation.*

*\*\* Banner dates are not reserved until all proper documentation has been submitted to the Township Clerk. Township approval is required to hang your banner. While an organization can call ahead to see if dates are available, the dates are not reserved until the Banner Request Form and Letter of Indemnification have been signed by the Township Clerk.*

SAMPLE LETTER TO  
BOARD OF CHOSEN FREEHOLDERS

*Date*

Susan Allard, Clerk of the Board  
Morris County Board of Chosen Freeholders  
County Administration Building  
PO Box 900  
Morristown, New Jersey 07963-0900

Dear Ms. Allard:

*[Name of Organization]* is requesting to hang a banner across County Route 510 between Cold Hill Road and Kennaday Road from *[Dates Requested]*. The banner will advertise *[Description or Name of Event]*.

Thank you for your attention to this matter.

Sincerely,

*[Include address/ fax number  
where response should be sent]*

**Letter of Indemnification**

To: Jersey Central Power & Light  
331 Newman Springs Road  
Building 3  
Red Bank, NJ 07701

Date: \_\_\_\_\_

1. Permission is hereby requested by the undersigned for temporarily installation of a banner to a utility pole, which you own or occupy for a period of approximately \_\_\_\_\_ within the Township of Mendham.
2. It is understood and agreed that the undersigned will save **Jersey Central Power & Light a FirstEnergy Company, Verizon and Cable Television Company,** harmless from all loss, claims, demands and liability due to the presence of said banners on such poles.
3. Prior to commencing such attachment, the agents or contractors of the undersigned shall furnish to you satisfactory Certificates of Insurance **naming said companies "Additional Insured's".**
4. The method of making attachments to poles shall be in accord with construction and safety requirements of Jersey Central Power & Light and Verizon.
5. **The undersigned acknowledges receipt of, and understands, Jersey Central Power & Lights construction and safety requirements with regard to the requested attachments.**
6. These attachments will be promptly removed at the end of the specified period.

**The types and minimum amounts of insurance to be supplied are:**

- A) Public Bodily Injury Liability for \$2,000,000 per person/per occurrence.
- B) Property Damage Liability for \$1,000,000 per occurrence, \$1,000,000 annual aggregate.

**ATTEST:**

\_\_\_\_\_  
Municipal Clerk or Secretary

\_\_\_\_\_  
Municipality or Organization  
(Requestor)  
By: \_\_\_\_\_  
Title: \_\_\_\_\_

.....  
In accordance with the foregoing request and in consideration of the agreements stated therein, permission is granted for the use of our utility poles for the period stated.

By \_\_\_\_\_  
Jersey Central Power & Light  
Representative

Date of Installation: \_\_\_\_\_ Date of Removal: \_\_\_\_\_

Please use separate sheet to list all poles and locations

