

*Borough of Middlesex*  
**BANNER PERMIT**

APPLICANT'S NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

BLOCK \_\_\_\_\_ LOT \_\_\_\_\_

PHONE (day): \_\_\_\_\_ (evening): \_\_\_\_\_

**BANNER INFORMATION:**

type of event:     grand opening       special event

for grand openings only, are streamers/pennants to be display?  yes     no

size of banner to be displayed: \_\_\_\_\_

location of banner: \_\_\_\_\_

banner to state: \_\_\_\_\_

date to be displayed: \_\_\_\_\_ date to be removed:

\_\_\_\_\_

I hereby make application for a banner as described above. Upon approval of this application, I understand that all provisions of the Sign Ordinance are to be complied and that all above mentioned items will be removed immediately after expiration of permit. (copy of banner section attached.)

\_\_\_\_\_

date

\_\_\_\_\_

signature of applicant

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**FOR OFFICE USE ONLY**

number used: \_\_\_\_\_ number remaining: \_\_\_\_\_

Reason for denial/comments: \_\_\_\_\_

\_\_\_\_\_

date

\_\_\_\_\_

Zoning Officer

*Borough of Middlesex*  
**BANNER PERMIT**

**PLEASE RETAIN FOR YOUR INFORMATION  
DO NOT RETURN WITH YOUR APPLICATION**

**420-61.D(2)(g) Temporary banners.**

The construction, erection, replacement or alteration of any temporary banner advertising a grand opening or special sale or event on a commercial premise shall be permitted upon approval of the Zoning Officer under the following conditions:

(1) One temporary banner per business not exceeding 36 square feet designed to advertise a grand opening celebration of a commercial establishment may be erected and maintained on the commercial premises which is the subject of said grand opening celebration for a period not to exceed 30 days. For businesses that front on more than one street, one banner per street may be permitted. Streamers, pennants, balloons and other like accessory decorations may also be erected during the above time period.

(2) One temporary banner per business not exceeding 36 square feet designed to advertise a special sales event may be erected and maintained on the commercial premises conducting said event for a period not in excess of 30 calendar days. For businesses that front on more than one street, one banner per street may be permitted. Said temporary banner(s) must be removed for a minimum of 15 days before a new banner can be erected. The erection of a temporary banner advertising a special sales event shall be limited to 8 events per year per commercial establishment.

(3) No person shall construct, erect, replace or alter any temporary banner under the provisions of this subsection without first obtaining a Zoning Permit. An application for a temporary banner shall be made to the Zoning Officer upon forms provided by the Borough at least 10 days before said temporary banner is to be erected.

**420-61.E Prohibited signs and sign features.**

(4) No off-site advertising sign shall be erected, used or maintained within the Borough of Middlesex; provided, however, that this regulation shall not apply to temporary signs, otherwise permitted by this subsection, that advertise special events sponsored by nonprofit social, religious, political or cultural organizations or institutions.

(5) No sign shall be placed on utility poles, trees, railway or road bridges, bridge supports or abutments, retaining walls or water towers unless approved by the Borough Council and otherwise permitted by law.

(6) The use and display of temporary portable signs or flags, windsocks, banners, strings, streamers, pennants, spinners or similar objects and devices across, upon, over or along any premises or building, whether as part of any sign or for advertising or public attraction, is prohibited in any nonresidential zone except for:

[a] Temporary displays in business or commercial zones as provided in §420-61.D(2)(g); or

[b] Temporary decorations customarily used in holidays or for special events as may be approved by the Borough Council.

(7) No inflatable signs or balloons shall be allowed except for a grand opening as provided in §420-61.D(2)(g).