



Administrative Policy

Title: Sport Field Sign and Banner Program				
Administered By: Library & Recreation Services (Recreation)				
New Policy No.	Issue Date (Last Revised)	Renumber Date	Department Head Approved	City Manager Approved
06400.006	UNKNOWN (N/A)	01-03-17		

This Policy had been issued without a known Policy Number. Effective on the Renumber Date noted above, this Policy is hereby renumbered as the Policy Number noted above.

The latest version of the Policy is attached hereto and incorporated herein by reference.

Attachment: Policy (UNKNOWN #)
Issued: UNKNOWN
Revised: N/A



CITY OF CORONA
PARKS & COMMUNITY SERVICES DEPARTMENT

SPORTS FIELD SIGN & BANNER PROGRAM

The Sports Field Sign & Banner Program is designed to provide revenue opportunities for local non-profit youth sports organizations. The program will also provide businesses the opportunity to advertise to the youth and families in the community. The signs and banners can promote local businesses or bear other commercial messages. By establishing this program, the City intends only to create a mechanism for raising revenue, and does not intend to designate buildings, light poles, fencing, or scoreboards in public parks for expressive activity or turn such facilities or equipment into a public forum for expressive activity. The City may, but is not required to, approve signs or banners meeting the conditions established in this program.

GUIDELINES

Under this program, signs or banners placed on buildings, light poles, fencing, or scoreboards in a public park shall be allowed only with written approval from the City of Corona. The approval process for the program is outlined as follows:

1. An application must be submitted to the City by the local non-profit youth sports association (“Youth Sports League”) which has been authorized by the City through the Sports Field Allocation process to use the park facilities upon which a particular sign or banner is proposed to be located, prior to any installation of signs or banners.
2. Content and design of signs and banners will be reviewed and approved and/or denied based on information provided. All content and design must be appropriate for youth and families. Advertisements for alcohol, smoking, adult content, signs and banners with religious or political messages, or any material deemed inappropriate by the City shall be prohibited. All content shall propose a commercial transaction, such as by advertising a business, product, or service.
3. Design and content shall be limited to 3 lines of text with large letters and simple graphic designs.
4. Fabric for signs (fencing) shall be vinyl, canvas or any other material approved by the Parks & Community Services Department. Size of sign shall be appropriate to the site and location. Signs shall require 5/8 inch metal grommets (3-4) on top and bottom of sign. Signs may be hung with zip ties. Font size should be at least 4”. Larger text (6” or larger) on outfield fencing is highly recommended.

5. Fabric for banners (light poles) should be vinyl, synthetic blend or any other material approved by the Parks and Community Services Department. Banner size shall be 30” wide by 94” long. Banners shall require a double-layered hem on top and bottom with 5/8 inch grommets for stability located in all 4 corners. Font size shall be at least 4” tall.
6. Signs and banners shall be approved for a maximum period of 6 months per application, or until the end of the period during which the facilities involved have been allocated to the Youth Sports League, whichever is sooner.
7. The number of signs/banners, sizes and locations shall be specified in each application. Placement of signs/banners shall be specific to each park location. The Parks and Community Services Director and/or his or her designee shall reserve the right to determine the location where sign/banners shall be displayed.
8. The Youth Sports League shall be responsible for all costs of signs/banners and their installations thereof. These costs may include, but are not limited to, equipment such as brackets for lights poles, staff labor and/or contract service charges for installation of banners on light poles or in other approved locations.
9. The Youth Sports League installing a particular sign or banner shall be responsible for all repairs due to damage, vandalism etc., and shall remove damaged and/or vandalized signs/banners within 24 hours of notification by the City.

PROCEDURE

1. Approved Youth Sports Leagues may pick up a sign/banner application at the Parks and Community Services Department. Packets shall include the program guidelines and application procedures.
2. Each Sign/Banner application must be received at least 30 days prior to the proposed start date of the signs/banners display.
3. Signs and banners shall be approved for a maximum period of 6 months per application, or until the end of the period during which the facilities involved have been allocated to the Youth Sports League, whichever is sooner. Upon the expiration of the Youth Sports League’s allocation period, all signs installed under the auspices of the league shall be removed, and new applications filed for the next allocation period.
4. The Youth Sports League shall specify on the application the preferred locations for display of the signs/banners. The Department of Parks & Community Services shall make the final determination of the sign/banner locations.
5. When the application is received, City staff and applicant shall meet to review the display size and locations of signs/banners in the park.
6. After an application is approved, all sign/banner content (individual proof sheets) must be approved prior to any installation.

7. If costs are or will be incurred by City, such as for use of City equipment and personnel to install signs/banners on light poles or in other locations requiring special equipment, an invoice with estimated cost based on the City's scope of work shall be submitted to the youth group, and signs/banners may be removed by the City if the invoice is not timely paid.
8. Signs/banners shall remain the property of the sponsoring organization.
9. The City reserves the right to remove any damaged or/or vandalized signs/banners if they are not removed by the youth group within 24 hours of notification, or remove signs/banners that do not comply with the requirements of this program, including signs/banners with unauthorized design or content, or installed in unauthorized locations.
10. The City shall not be responsible for any damage to signs/banners.
11. The City reserves the right to refuse to approve any sign/banner, regardless of whether the sign/banner complies with the requirements of this program. The decision of the City Manager or his or her designee concerning approval of any sign/banner shall be final.

SIGN AND BANNER APPLICATION

** Separate Application must be submitted for each park location

Date: _____

Sponsoring Organization

Representative's Name

Phone Number

Park Location:

_____, _____, _____, _____, _____
Field #

Description of location of signs/banners (include number of signs on outfield fencing):

Description of size of signs/banners.

Start Date of Display _____ End Date of Display _____

Applicant's Signature _____

<u>FOR CITY USE ONLY</u>		
APPROVED _____	DENIED _____	DATE _____
COST ESTIMATE _____		
_____	_____	
Recreation Manager	Parks & Community Services Director	