



PARKS, RECREATION &
COMMUNITY SERVICES

TEMPORARY BANNER AND SIGN POLICY

Approved By:
Parks, Recreation & Community Services Director

Date: 3/8/2021

Established: January 15, 2019

PURPOSE

To establish requirements and conditions for the review, approval and installation of temporary banners and signs displayed on Town of Sahuarita property used for park purposes.

AUTHORITY

The Director is authorized to establish rules and regulations for park property and activities. (Town Code 12.10.010)

DEFINITIONS

Sign; any display of letters, words, numerals, figures, logos, devices, emblems, pictures, in any combination, by any means for the purpose of attracting attention or disseminate information. Every such display shall be deemed a sign whether made on, attached to, or as a part of a structure, surface, or any other thing, including, but not limited to a window (inside or outside), wall, fence, ground, rock, tree or any other natural or man-made object.

Department; Town of Sahuarita Parks, Recreation & Community Services Department

Director; Town of Sahuarita Parks, Recreation & Community Services Director or designee

POLICY

Signs produced and posted by the Department referencing rules of use, hours of operation, safety, traffic control, promotion of Department programs or events, and other operating issues are exempt from this policy.

General:

- Temporary banners/signs are only allowed when in conjunction with a rental or program that has also been approved for the park location.
- Temporary banners/signs should not be constructed prior to permit approval.
- The cost of the temporary banner/sign design and construction, and the installation, is the responsibility of the applicant.
- Temporary banner/sign remains the property of the permit holder.
- Department is not responsible for damage to temporary banner/sign caused by weather, vandalism or any other reason whatsoever. If a temporary banner/sign is damaged, the permit holder may replace it with a temporary banner/sign duplicating the original approved temporary banner/sign.
- Approved temporary banner/sign may be displayed for the time indicated on the permit at the location designated. Once the permit period ends, the permittee will remove the banner/sign.
- Permit holder may, at any time, after approval and installation remove the banner/sign in consultation with the Department. Once removed, the banner/sign shall not be re-installed absent submission of a new

permit application and subsequent approval.

- Failure to remove a temporary banner/sign promptly upon notice from the Department or permit expiration may result in removal and disposal by Department without further notice.

Permit Required/Application

- Individuals, groups and organizations that desire to display a temporary banner or sign on park property must apply for a permit on a form designated by the Department, see attachment (1).
- The application will be reviewed by the Department staff for completeness; applications cannot be processed until all requested information is provided.
- Director will determine if sufficient display space is available at the requested location.
- Applicant must sign a "Hold Harmless Agreement."
- Applicant must remit temporary banner/sign permit fee, as applicable.

Temporary Banner and Sign Design Standards

- Not to exceed 30 square feet (e.g. 3' x 10' or 6' x 4').
- 10 ounce nylon mesh material with wind cuts and grommets for attachment.
- Event/program: design may include name of event, name of presenter, date/time of event and one of the following: (a) phone number (b) logo or (c) web address.
- Sponsor recognition: design may include sponsor name, sponsor logo and one of the following (a) address (b) phone number or (c) web address
- Permit holder must submit a draft of the banner/sign to the Department for review and approval before printing/construction.

Prohibited:

- Issue advocacy, regardless of viewpoint
- Promoting hostility, disorder, violence, or attacks on any person or group of persons
- Promoting discrimination including but not limited to, demeaning, harassing, or ridiculing any person or group based on race, color, national origin, religion, sex, gender identity, or age
- Political advertisements including but not limited to promoting, favoring or opposing the candidacy of any candidate for election or political issue/question
- Obscene or pornographic material as defined by the prevailing community
- Promoting the use or sale of alcohol, nicotine, firearms or weapons
- Religious advertising in which the primary message is one promoting or opposing religion, particular religions, religious issues, or religious doctrines

Installation:

- Placement may not obstruct visibility of other park features or signs
- Must be installed so as to not damage grounds, fencing, or structures
- On playing fields, must be placed facing inward on playing fields
- Installation is the responsibility of the permit holder, in accordance with directions provided by Department

Recognized Sports Organization (RSO):

- RSOs may request temporary banner/sign at permitted fields allocated to them for seasonal use
- Permitted temporary banner/sign posting areas will be determined by the Department
- If multiple leagues use the same fields, those leagues will have equitable consideration during the field allocation process to request permits for temporary banners/signs
- Signs informing the general public of league registration are not allowed