

CITY of LA GRANDE  
COUNCIL ACTION FORM

Council Meeting Date: January 10, 2017

PRESENTER: **Stu Spence, Parks & Recreation Director**

COUNCIL ACTION: **CONSIDER ADOPTING PARKS AND RECREATION DEPARTMENT SIGN AND BANNER POLICY**

- 1. MAYOR: Request Staff Report
- 2. MAYOR: Invite Public Comments
- 3. MAYOR: Invite Council Discussion
- 4. MAYOR: Entertain Motion

**Suggested Motion:** I move we adopt the Parks & Recreation sign and banner policy as presented by Staff.

- 5. MAYOR: Invite Additional Council Discussion
- 6. MAYOR: Ask for the Vote

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**EXPLANATION:** In an effort to increase sustainability for pool and recreation operations, this policy is designed to enable local businesses and organizations to advertise their services at the pool and inside park properties. It provides the criteria for selection and approval done primarily through the Parks & Recreation Advisory Commission.

Given the variety of signage and advertising, it is impractical to establish specific fees for all potential advertising opportunities by Resolution of the City Council. Therefore, the policy also authorizes the Parks & Recreation Director to set specific fees based on a consistent formula for equal sized banners and additional advertising products offered by the department.

This policy does not conflict with the City's sign code since signs and banners will only be allowed inside the pool or park property.

The City Manager recommends the adoption of this policy as presented by Staff.

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**Reviewed By:** (Initial)

|                     |           |
|---------------------|-----------|
| City Manager        | <u>MS</u> |
| City Recorder       | _____     |
| Aquatics Division   | _____     |
| Building Department | _____     |
| ED Department       | _____     |
| Finance             | _____     |
| Fire Department     | _____     |

|                         |           |
|-------------------------|-----------|
| Human Resources Dept    | _____     |
| Library                 | _____     |
| Parks Department        | <u>MS</u> |
| Planning Department     | _____     |
| Police Department       | _____     |
| Public Works Department | _____     |

**COUNCIL ACTION** (Office Use Only)

Motion Passed

Motion Failed; \_\_\_\_\_

Action Tabled: \_\_\_\_\_  
Effective Date: \_\_\_\_\_

Resolution Passed  
Effective Date: \_\_\_\_\_

Ordinance Adopted  
First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_  
Vote: \_\_\_\_\_



La Grande Parks & Recreation  
Operating Policy  
Title: Sign and Banner Policy

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- Purpose:** Provide renters and partners of Parks & Recreation facilities, pools, parks, and fields with framework for signs and banners.
- Scope:** Guidance for display of all third-party signs and banners on Parks & Recreation property (excluding Optimist Field). For the purposes of this policy, the Parks & Recreation Director shall set fees based on a consistent formula for equal sized banners and additional advertising products offered by the department.
- Policy:**
1. Upon written request to and prior approval by the Parks and Recreation Advisory Commission (PRAC), persons and organizations that have been granted use of the Parks and Recreation Department's facilities may be permitted to place signs, banners and other forms of event advertising and sponsor recognition at their activity venue upon payment of the required fees.
  2. The PRAC may approve such requests in conjunction with a Temporary Park Rental Agreement, annual Youth Sports User Agreement, negotiated Partnership Agreement, or other approved agreements.
  3. Signage must be consistent with La Grande Parks & Recreation mission and goals and must meet the Department's standards for content and graphics.
  4. Posting of signs and banners by an organization does not constitute City of La Grande endorsement of the organization, its views, or objectives.
  5. Signage must not interfere with primary Parks & Recreation uses for which the facility or site was intended.
  6. The organization must not cause or permit anything to be done to mar, deface or otherwise render the facility unusable, except for ordinary wear and use.
  7. Signage cannot be left on La Grande Parks & Recreation property outside of the timeframes specified in a rental or other agreement referenced in #2 above. Permanent signage of Parks & Recreation rentals or partners may be allowed on City of La Grande property if approved by PRAC.
  8. Any signage left on City property beyond the terms of the written agreement will be retrieved by the department and stored no longer than five working days. Materials not retrieved by the rental or agreement party by then will be discarded.
  9. Questions or specific signage concerns should be directed to the Parks & Recreation Director.
  10. All signage and or banners must have appropriate language and graphics for our youth and family friendly facilities, and if advertising a product, the product must be legal under all Federal and State laws.

Review and Authorization

|                 |                |
|-----------------|----------------|
| Effective Date: | Approved Date: |
|-----------------|----------------|