



PRINCE WILLIAM COUNTY PARK AUTHORITY

PRINCE WILLIAM COUNTY, VIRGINIA

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SUBJECT:

PARK SIGN POLICY

EFFECTIVE DATE:

August 1, 2008

SUPERSEDES:

09/01/98

Objective: To establish a policy for the approval and installation of signs and sign boards posted on Park Authority property.

Definitions: A “sign” is defined as: any display of letters, words, numerals, figures, logos, devices, emblems, pictures, in any combination, by any means for the purpose of attracting attention or making anything known. 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, ground, any rock, tree or other natural object.

Policy: It shall be the policy of the Prince William County Park Authority to utilize the following policies when considering requests to install signs at parks.

General:

1. Signs produced by authorized staff referencing rules of use, hours of operation, safety issues, pricing or promotion of Park Authority programs or events are permitted.

League Related:

2. Signs displaying the name of authorized and permitted leagues or user groups may be installed at the primary park site (as determined by the Sports Services Department Manager) utilized by that league or user group. The sign size and materials will be consistent with the published standards provided by the landscape architect. Permitted sign posting areas will be determined by the landscape architect and will be consistent for all leagues and user groups.
3. Permitted league signs will be posted by the league in the area designated by the landscape architect on the building assigned to that respective league at that location which meets the published standards for such signs and removed by the league at the conclusion of the league’s seasonal use. If multiple leagues use the same building, those leagues will have equal access to posting approved signs on the landscape architect assigned space for that site, on a first come first served basis. In the event that space is not available for additional league signs, no further signs may be posted until space becomes available.
4. Signs informing the general public of league registration shall be permitted at the primary site assigned to that league by the Park Authority. Such sign shall be posted in the area designated by the landscape architect and must be removed 30 days after the sign permit is issued. One registration sign will be permitted per league at the primary site assigned to that league.

Sponsorship signs for non-Park Authority produced events will be allowed as temporary signs as follows:

5. Signs displaying the names of league sponsors may be posted at the primary site utilized by the sponsored league. Sponsorship signs may not display any viewpoint. Signs can include sponsor name and logo and one of the following - (a) address, (b) phone number or (c) web address. The sign size and materials will be consistent with the published standards provided by the landscape architect. Location of sponsorship signs will be determined by the landscape architect and will be consistent for all leagues and user groups.
6. Permitted league sponsorship signs will be posted by the league at the beginning of the season and removed by the league at the conclusion of the league's season. If multiple leagues use the same site, those leagues will have equal access to posting approved signs on the assigned space(s) for that site, on a first come first served basis. In the event that space is not available for additional league sponsorship signs, no further signs will be approved until space becomes available.

Temporary signage must adhere to the following standards:

- No individual sponsorship sign size may exceed 15 square feet (e.g. 2'x7.5', 3'x5');
- Signs to be placed and/or installed so as not to limit visibility or playing areas;
- Signage that would be affixed to fencing in or at any facility be so installed so as to not damage fencing either by undue weight of sign or by installation mechanics/devices and fabricated from banner-type material;
- Signage may not, under any circumstances, be affixed to any structure in Park Authority Facilities except as noted above;
- Sponsorship signage will be placed temporarily as described above and placed so as to face the playing fields assigned to that league.
- Permanent league information boards may be installed on the primary building assigned to the respective league, installed next to the approved league name sign, the approval of sign installation will be granted by the Park Authority through the landscape architect.
- Liability waiver, "Hold Harmless Agreement", must be executed between the Park Authority and league installing any signage. Leagues understand, through the granting of such signage that this agreement would absolve the Park Authority of any liability in cases of injuries and/or property losses resulting from signage installed or placed by the particular league in/at Park Authority facilities.