



CITY COUNCIL ACTION REPORT

August 10, 2010

TO: Honorable Mayor and City Council

FROM: John Szerlag, City Manager
John M. Lamerato, Assistant City Manager/Finance and Administration
Carol K. Anderson, Parks and Recreation Director

SUBJECT: Inquiry From Council Member Regarding Park Signs

Background:

- At the City Council meeting on August 9, a council member inquired about the posting of signs at parks by organizations using the facilities. Specific to the inquiry was a group using Firefighters Park on August 7, 2010. The group had authorization to use the park but did not request approval for the posting of signs.
- Chapter 26 of the City Code (Parks- General Regulations) prohibits signs without authorization of the City Manager or his/her designee.
- The code reads, in part, as follows:
26.10 Merchandising and Advertising ... No person shall paste, glue, tack or otherwise post any sign, placard, advertisement, or inscription whatsoever in any park, and no person shall erect or cause to be erected any sign whatsoever in any park (with the exception of directional signs that are authorized by the City Manager or his/her designee). The exception to this prohibition is for advertising banners used during special events for non-profit community based organizations, as long as approval for the placement of said banners is granted by the City Manager and/or his designee. The banners shall be limited to 48 square feet in size, and shall not advertise tobacco, alcohol or political candidates.
- In the past, signs directing people to an event in the park have ordinarily been allowed.
- The enforcement of this issue has been completed by parks staff, however, budget reductions have eliminated staff stationed at parks resulting in limited and sporadic enforcement.