

**Policy on
Hanging of Banners in Parks**

**Alameda Recreation and Park Department
Banner Display Policy**

[Document title reworded]

The Alameda Recreation and Park Department ~~provides an opportunity~~ **permits** Alameda-based non-profit organizations (**501(c)(3)**) and schools to ~~hang their banners~~ **display banners** on ~~identified~~ **designated** park fences. ~~This is to help promote community organizations events or activities. promote their activities and is a service provided~~ **This service is** provided at no cost to ~~to the organizations~~ **eligible organizations**. *[Intro reworded for clarity]*

Procedures and Guidelines

1. ~~Only banners advertising the activities or events of Alameda based non-profits (501(c)3) and Alameda schools are considered.~~

Eligibility: Only banners promoting events or activities organized by Alameda-based 501(c)(3) non-profits or schools are eligible.

[Clearer language; updated formatting of 501(c)(3)]

2. ~~Once approved by the Recreation and Parks Director or designee, banners will remain in place for a maximum of 60 days.~~

Approval and Duration: All banners must be approved by the Department Director or designee. Approved banners may be displayed for a maximum of 30 days.

[Shortened display time]

3. ~~ARPD will not be responsible for any damage or loss to the banners.~~

Liability: ARPD is not responsible for any damage to or loss of banners.

[Minor rewording]

4. ~~Removal requirements:~~ → **Installation and Removal Requirements**

- a. ~~It is the responsibility of the organization to hang and remove its own banner before the 60 days expires.~~

→ **Organizations are responsible for both installing and removing their banners.**

- b. ~~If the banner is not removed by the 60 day due date then ARPD staff will take it down and the non-profit will be billed for the staff time required.~~

→ **Banners must be removed before the 30-day display period ends. If not removed on time, ARPD staff will remove the banner, and the organization will be billed for staff time.**

- c. ~~The organization may pick up its banner at the ARPD office after the removal due date.~~

→ **Removed banners may be picked up at the ARPD office.**

d. ~~If the organization does not pick up its banner within 30 days after the removal due date, then the banner will be disposed of in the trash and the privilege to hang banners will be revoked.~~

→ **Banners not claimed within 30 days of removal will be discarded. Banner privileges may also be revoked.**

[Section restructured, timeframes adjusted, bullet points, refined phrasing]

5. ~~The following locations are available for banner placement. An organization may request a location but approval of a location is based on availability.~~

Placement and Available Locations: Organizations may request a specific location, but final placement is subject to availability.

- Krusi Park on the Otis Drive fence
- Upper Washington Park on the Central Avenue fence
- Lincoln Park at Santa Clara Avenue and High Street
- Rittler Park on the Otis Drive fence
- Bayport Park on the Jack London Avenue fence
- Tillman Park on the Aughinbaugh Way fence
 - **Longfellow Park on the Lincoln Avenue fence**
 - **Leydecker Park on the Mecartney Blvd. tennis court fence**

[Added 2 new parks to list, bullet points]

6. ~~Groups desiring to place a banner in a park must make the request a minimum of 5 business days prior to placement.~~

Request Timing: Banner requests must be submitted at least five (5) business days prior to the desired posting date.

7. ~~No more than three banners will be posted at each park site at any one time.~~

Location Capacity: No more than three (3) banners will be displayed at any one location at the same time.

8. **Number of Placements: Each organization may request up to six (6) banner placements at one time, depending on availability.**

[New guideline added]

9. **Extension Requests: Organizations may request one 30-day extension per banner, subject to availability and ARPD approval.**

[New section added]

OFFICE USE ONLY

Authorized by:

Date:

~~Banner Posting Permit~~

**Alameda Recreation and Park Department
Banner Posting Request Form**

[Document title reworded, "Office Use Only" text box added]

1. Total Number of Banners to Post: _____

[New section added to track total number of banners]

~~Location (Put a number in order of preference)~~

2. Preferred Location(s):

Please rank locations in order of preference (1 = most preferred, 8 = least preferred).

Approval of location is subject to availability.

[Section header and instructions expanded to reflect 8 location options]

~~Lincoln Park at High St and Santa Clara Ave~~

_____ **Lincoln Park – High Street & Santa Clara Avenue**

~~Krusi Park on the Otis Dr fence~~

_____ **Krusi Park – Otis Drive fence**

~~Rittler Park on the Otis Dr fence~~

_____ **Rittler Park – Otis Drive fence**

~~Upper Washington on the Central Ave fence~~

_____ **Upper Washington Park – Central Avenue fence**

~~Bayport Park on the Jack London Ave fence~~

_____ **Bayport Park – Jack London Avenue fence**

~~Tillman Park on the Aughinbaugh Way fence~~

_____ **Tillman Park – Aughinbaugh Way fence**

_____ **Longfellow Park – Lincoln Avenue fence**

[New location added]

_____ **Leydecker Park – Mecartney Blvd. tennis court fence**

[Standardized punctuation and formatting of addresses, new locations added]

~~Date Posted:~~

~~Date To Be Removed:~~

3. Banner Display Dates:

• **Date to be Posted:** _____

• **Date to be Removed:** _____

[Reworded and reformatted for clarity]

Added note: Banners must be removed before the 30-day display period ends. Organizations may request one 30-day extension per banner, subject to availability and ARPD approval. *[New policy guidance added]*

~~Contact Information:~~
Contact Information:

~~Name:~~
Name (please print):

~~Organization:~~
Organization:

~~Phone:~~
Phone:

~~Email:~~
Email:

~~Authorized by:~~ Date: _____

Signature: _____
[Formatting improved, changed from "Authorized by" to "Signature"]

Procedure

~~The banner may remain on the fence for no more than 60 days.~~

Banners may be displayed for a maximum of 30 days.

[Policy change: display period reduced from 60 to 30 days]

~~Your organization is responsible to put the banner on the fence and to remove the banner by the removal date listed above.~~

Your organization is responsible for both installing and removing the banner by the removal date listed above.

~~Once banners are hung with zip ties, cut off any excess, if not reusable ties, down to connector to prevent injury to athletes and pedestrians passing by.~~

If hanging banners with disposable zip ties, cut off any excess down to the connector, to prevent injury to park visitors.

~~If the banner is not removed by the removal date, then your organization will be charged a fee of \$25.~~

Failure to remove the banner by the removal date will result in a \$25 fee charged to your organization.

~~The banner will then be available for pick up at the ARPD Office at 2226 Santa Clara Avenue, Alameda.~~

The banner will then be available for pick up at the ARPD Office, 2226 Santa Clara Avenue, Alameda.

~~If the banner is not picked up within 30 days after the removal date, the banner will be disposed of in the trash and the privilege to hang banners will be revoked.~~

If the banner is not collected within 30 days after the removal date, it will be discarded, and your organization's privilege to hang banners will be revoked.

[Improved sentence structure and punctuation edits for clarity and improved readability]

I have read and understand the above information. Initials: _____ Date: _____

[New acknowledgment line added for accountability and recordkeeping]