



## **Policy on Hanging of Banners in Parks**

The Alameda Recreation and Park Department receives a number of requests annually to place banners on park property to promote a variety of activities. Currently, we do not have a formal, comprehensive policy to address this issue. As a result, a large amount of staff time is required to research and approve the placement or to remove unauthorized banners.

The following is intended to clarify the procedure and to identify locations for placement:

1. Only banners advertising the activities or events of Alameda based non-profits (501(c)3) and Alameda schools will be considered.
2. Once approved by the Recreation, Parks & Golf Operations Director or designee, banners will remain in place for a maximum of 45 days.
3. It will be the responsibility of the group to hang and remove banners. In the event they are not removed ARPD staff will take them down and the non-profit will then be billed for the staff time involved.
4. ARPD will not be responsible for any damage or loss to the banners.
5. Placement will occur in Krusi Park on the fence facing Otis Drive, or in Upper Washington Park on the fence along Central Avenue, or Lincoln Park at Santa Clara Avenue and High Street, or Rittler Park, only on the Otis Street side, or at Bayport Park.
6. Groups desiring to place a banner in a park must make the request a minimum of 5 business days prior to placement.
7. Up to three banners may be posted at each site at any one time.

Adopted: June 9, 2011

Revised: November 14, 2011