

DISTRICT OF NORTH SAANICH

SECTION NO.

SECTION NAME:

POLICY NO.

5000

PARKS

5001.3

SUBJECT: SPONSORSHIP SIGNAGE IN DISTRICT PARKS

POLICY STATEMENT:

The District of North Saanich acknowledges that local sports and community organizations contribute to the delivery of a variety of recreational activities in the community and that these groups often rely on a significant volunteer base to support the provision of these services. Sponsorship signage is a means by which these organizations can raise funds to cover their operating budgets and to assist in the provision of recreational activities which are of benefit to the community. The District wishes to support the efforts of these volunteer groups by implementing a policy to permit and guide sponsorship signage.

PURPOSE:

The purpose of this policy is to provide standards and an approval process for sponsorship signage in District parks, in order to ensure a consistent decision-making approach for requests for sponsorship signage.

This policy applies to District owned or leased park lands and facilities. This policy does not apply to sponsorship signage located within facilities not operated or maintained by the District.

Proposed sponsorship signage which does not comply with the terms of this policy will be required to be revised so that it meets the approved criteria or will require approval from Council.

The policy should be reviewed and revised as necessary given changing circumstances in the community.

DEFINITIONS:

For the purpose of this policy, "Sponsorship Signage" means all permanent and temporary board, notice, structure, banner or similar displaying the logo or name of a business that supports the recreational activity or facility.

AUTHORIZED BY: COUNCIL

EFFECTIVE DATE: 2020

LAST AMENDED: ----

APPROVED LOCATIONS:

- North Saanich Free Ride Park

SIGN CRITERIA:

1. No sign shall advertise or promote gambling, drugs, tobacco or alcohol related products or trademarks, electoral/political material or other graphics or wording deemed offensive or discriminatory to others, or inappropriate for younger age groups. These restrictions are not intended to prohibit advertising for establishments which may serve alcohol such as restaurants.
2. Signage must be professionally produced to a high standard and must be the same dimension throughout the sports facility.
3. Signage must be aimed at spectators and not outside of the park perimeter or at passing traffic, unless specifically approved by Council.
4. Signage fixed to fencing must not extend above or below the fence, and must not exceed 25% of the area of the fence on which it is attached. Signs installed along a fence line shall be of consistent size, evenly spaced, level, and aligned with each other. Visibility into the park shall be maintained around individual signs.
5. Signage is prohibited from being attached to any other fixtures or structures within the facility and associated infrastructure including: building, gates, trees, retaining walls, and seating structures.
6. Freestanding signs which have the ability to house multiple banner signs are permitted. A sign permit application in accordance with the District's Sign Bylaw is required for all freestanding signs.
7. The maximum combined total area of sponsorship signage permitted in an individual park is 9.3m² (100 ft²).
8. It is the sports or community organization's responsibility and at its cost to install and maintain signs, which includes ensuring signs are in an acceptable and safe condition including immediate removal of graffiti, damaged and or broken signs, and removal of all signs at the end of the sponsorship agreement.
9. If signage is required to be removed at the end of the sport organization's playing season, or due to maintenance of infrastructure, signs must be stored off site. The District reserves the right to remove any poorly maintained or dangerous signage.
10. Sponsorship signage will not be placed in such a way as to impede or prevent District maintenance of the park or facility.

11. Sponsorship agreements between organizations and advertising partners may not exceed one-year, but may be renewed annually as required. A copy of the sponsorship agreement must be submitted to the District with the request for sponsorship signage.
12. All joints associated with signage must be neat, snug fitting, and finished to a high standard of workmanship.
13. All structures shall be installed plumb and true. All construction work shall be left free of protrusions. Nuts and bolt ends, spikes, screws and other fixing devices shall not protrude.
14. Sponsorship signs which are placed in municipal parks and facilities without District approval and/or which contravene this policy will be removed at the expense of the sports organization.

Other Signage:

When there is a need to support various major events or tournaments and additional sponsorship signage is required, host organizations may submit a request to have on a temporary basis additional sponsorship signage in locations that are not identified in this policy.

The Director of Infrastructure Services will review and has authority as it relates to size and location of the signs and may approve the placement of temporary signs for specified short term events, tournaments and other functions being held within park or facility and may have signs removed at the expense of the sports organization if it is deemed the signs do not meet criteria.