



## City and County of Broomfield, Colorado

### CITY COUNCIL AGENDA MEMORANDUM

TO: Mayor and City Council	Meeting Date:
FROM: City and County Manager	<b>January 11, 2005</b>

Agenda Item #:	Action:	Discussion:	Information:
<b>9 (g)</b>	X		
Agenda Title:	<b>Signage Policy for Ball Fields</b>		
Action Items:	Resolution No. 2005-6		
Report Prepared By:	Hugh Brown, Director of Community Resources Kevin Standbridge, Assistant City and County Manager		

#### PURPOSE

The purpose of this memorandum is to propose a policy for signage for youth athletic leagues and other non-profit organizations on city-owned athletic fields. A revocable permit was issued this past spring for the installation of sponsorship banners on ball field fences in the Community Park and Broomfield Industrial Park complexes. At the time the revocable permit was approved, City Council requested that a policy for all ball field facilities be prepared prior to the consideration of further requests for signage permits.

#### BACKGROUND

The Parks and Recreation Advisory Committee (PRAC) reviewed policy options and recommended a policy as described below. Generally, in their deliberations, the PRAC discussed the merits of revenue generation, equity among groups and sports, aesthetic implications, and the commercialization of youth athletics. In making their recommendations, the PRAC members sought to balance these sometimes competing interests.

The PRAC reviewed seven alternatives for sign policies. The alternatives ranged from allowing no signs to allowing up to ten signs on each of eight ball fields. A table of pros and cons of the alternatives and a copy of PRAC's recommendations are included in Attachment 1.

#### PROPOSED SIGNAGE POLICY

Based on the PRAC recommendations and City Council discussion at a study session on October 19, 2004, the following signage policy is proposed for use at Broomfield's ball fields:

- Non-profit organizations are allowed to put up signs/banners that inform the community of events such as registrations, fundraisers, clinics/workshops, etc. for a pre-determined period of time. The organization must obtain a permit from the City and County of Broomfield's Recreation Services Department for this display.
- Teams are allowed to display one sponsorship sign/banner for the duration of a scheduled game only.

- Teams are allowed to display one “Event Only” sign/banner on City and County property only for the duration of the event. (Event is defined as a non-routine event of the organization, e.g., tournament plays. Regular league play is not included in that definition.) The organization must obtain a permit from the City and County of Broomfield's Recreation Services Department for this display.

Definitions:

Signs/Banners:	Sponsor, announcement.
Event:	Clinic, workshop, camp, registrations, etc.
City Property:	Athletic fields, ball field fences including backstops & dugouts, storage sheds or other City property used for recreation
Non-Profits:	Bal Swan, C.R.O.P., Youth Sport Groups, Lion's, etc.

Other:

Location:	Placement of signs to be approved by City.
Installation:	Signs to be installed by City unless approval by City is given to group to do installation.
Damage:	Groups will be held responsible for any damage caused to City property during installation of signage

**RESOLUTION NO. 2005-6**

Resolution No. 2005-6 contains the necessary actions to adopt the Signage Policy for Ball Fields.

**RECOMMENDATION**

Based on the above, it is recommended. . .

THAT Resolution No. 2005-6 be approved.

**Policy Options for Sign Program  
For Groups Using City Property for Sponsor/Announcement Signs  
(as proposed by the Parks and Recreation Committee)**

**First-choice PRAC Recommendation**

New Policy: Non-commercial-focus Signage Allowed

- Allow non-profit organizations the opportunity to put up signs/banners that inform the community of events such as registrations, fundraisers, clinics/workshops, etc. for a pre-determined period of time. The organization must obtain a permit from the City and County of Broomfield's Recreation Services Department for this display.
- Allow teams to display one sponsorship sign/banner for the duration of a scheduled game only.
- Allow teams to display "Event Only" sign/banner that could be put on City property only for the duration of the event. Event is defined as a non-routine event of the organization, e.g., tournament plays. Regular league play is not included in that definition. The organization must obtain a permit from the City and County of Broomfield's Recreation Services Department for this display.

**Second-choice PRAC recommendation**

New Policy: Announcement Signage Only Allowed

- Allow non-profit organizations the opportunity to put up signs/banners that inform the community of events such as registrations, fundraisers, clinics/workshops, etc. for a pre-determined period of time.
- The organization must obtain a permit from the City and County of Broomfield's Recreation Services Department for this display.

**Third-choice PRAC recommendation**

New Policy: No Signage Allowed

- No signs/banners are allowed on City property.

(The above policies will pertain to any group that would apply for permission. Staff will contact groups to inform them of any policy changes and the regulations for installations signs on City property.)

Definitions:

Signs/Banners:	Sponsor, announcement.
Event:	Clinic, workshop, camp, registrations, etc.
City Property:	Athletic fields, ball field fences including backstops & dugouts, storage sheds or other City property used for recreation
Non-Profits:	Bal Swan, C.R.O.P., Youth Sport Groups, Lion's, etc.

Other:

Location:	Placement of signs to be approved by City.
Installation:	Signs to be installed by City unless approval by City is given to group to do installation.
Damage:	Groups will be held responsible for any damage caused to City property during installation of signage.

<b>Signage Policy Attribute Options</b>	<b>Pros</b>	<b>Cons</b>	<b>PRAC Recommendations</b>
<p>Allow non-profit organizations the opportunity to put up signs that advertise events such as registrations, fundraisers, clinics/ workshops, etc. for a specific period of time.</p>	<ul style="list-style-type: none"> <li>▪ Signs/banners are a valuable communication tool for the community.</li> <li>▪ Minimizes commercialization of youth sports</li> </ul>	<ul style="list-style-type: none"> <li>▪ Signage is unsightly.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommended if performed w/ Recreation Services Dept. supervision</li> </ul>
<p>Allow all individual teams to display 1 sign/banner containing all sponsorship information for the duration of a regular game.</p>	<ul style="list-style-type: none"> <li>▪ Teams would be provided a revenue source.</li> <li>▪ Fields would have minimal signage, improving appearance.</li> <li>▪ This is a common activity that would difficult to control</li> <li>▪ These banners are clearly for the primary benefit of the team, not the sponsor</li> <li>▪ Minimizes commercialization of youth sports</li> </ul>	<ul style="list-style-type: none"> <li>• None</li> </ul>	<ul style="list-style-type: none"> <li>• Recommended</li> </ul>
<p>Allow "Event Only" signs that could be put on City property just for the duration of that non-routine event.</p>	<ul style="list-style-type: none"> <li>▪ This would be an option equitable to all groups.</li> <li>▪ Fields would have minimal signage, improving appearance.</li> <li>▪ Groups would be provided a revenue source.</li> <li>▪ Minimizes commercialization of youth sports</li> </ul>	<ul style="list-style-type: none"> <li>▪ Permission to display and approval of content would be overseen by Recreation Services, requiring staff time.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommended if performed w/ Recreation Services Dept supervision</li> </ul>

<b>Signage Policy Attribute Options</b>	<b>Pros</b>	<b>Cons</b>	<b>PRAC Recommendations</b>
Do not allow any type of sign on any City property.	<ul style="list-style-type: none"> <li>▪ Commercialization of youth sports would be eliminated.</li> <li>▪ Fields would be free of signage, improving appearance.</li> <li>▪ This would be an option equitable to all groups.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Groups would be deprived of a potential revenue source.</li> <li>▪ Decreases valuable communication method to community</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not Recommended</li> </ul>
Allow youth groups ) the opportunity to put up 1 sign each per field The sign would list all of the group's sponsors.	<ul style="list-style-type: none"> <li>▪ Increases commercial incentives to sponsoring organization slightly, possibly increasing sponsorships.</li> <li>▪ Signage provides depth to the fields. (Very slight benefit – PRAC.)</li> <li>▪ Fewer signs would be less unsightly.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multiple signs are unsightly.</li> <li>▪ Commercialism of youth sports contributes to an undesirable direction in recreational youth sports.</li> <li>▪ City, taxpayer-owned property is being used for private, corporate advertising.</li> <li>▪ Causes various administrative and enforcement challenges</li> <li>▪ Not equitable to other youth sports groups</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not recommended</li> </ul>
Allow youth groups) the opportunity to put up 5 signs each per field on 8 fields for a total of 40 signs each (total of 80 signs).	<ul style="list-style-type: none"> <li>▪ Provides organizations a revenue source.</li> <li>▪ Signage provides depth to the fields. (Very slight benefit – PRAC.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multiple signs are unsightly.</li> <li>▪ Commercialism of youth sports contributes to an undesirable direction in recreational youth sports.</li> <li>▪ City, taxpayer-owned property is being used for private, corporate advertising.</li> <li>▪ Causes various administrative and enforcement challenges</li> <li>▪ Not equitable to other youth sports groups</li> </ul>	<ul style="list-style-type: none"> <li>▪ Not Recommended</li> </ul>

<b>Signage Policy Attribute Options</b>	<b>Pros</b>	<b>Cons</b>	<b>PRAC Recommendations</b>
<p>Continue to allow youth sport groups the opportunity to put up no more than 10 sponsor signs per field on 8 fields for a total of 80 signs.</p>	<ul style="list-style-type: none"> <li>▪ Provides organization a revenue source.</li> <li>▪ Signage provides depth to the fields. (Very slight benefit – PRAC.)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multiple signs are unsightly.</li> <li>▪ Commercialism of youth sports contributes to an undesirable direction in recreational youth sports. <ul style="list-style-type: none"> <li>▪ City, taxpayer-owned property is being used for private, corporate advertising.</li> <li>▪ Causes various administrative and enforcement challenges</li> <li>▪ Not equitable to other youth sports groups</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Not Recommended</li> </ul>

## RESOLUTION NO. 2005-6

### A RESOLUTION AUTHORIZING AND APPROVING A SIGNAGE POLICY FOR BALL FIELDS OF THE CITY AND COUNTY OF BROOMFIELD

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY AND COUNTY OF BROOMFIELD, COLORADO:

Section 1. The City Council hereby authorizes and approves the following Signage Policy applicable to non-profit and civic organizations, and leagues, and their teams and sponsors, if such leagues are authorized to use ball fields by a revocable permit issued pursuant to the Rules for League Use of Ball Fields of The City and County of Broomfield, approved on December 14, 2004, by Resolution No. 2004-195:

- A) Signs may be placed at the ball fields, athletic fields, and ball field fences, including backstops and dugouts, storage sheds or other property used for recreation purposes and owned by The City and County of Broomfield (city) in the locations approved by the City & County Manager or his designee.
- B) Non-profit and civic organizations are allowed to place civic signs or banners that inform the community of one-time or limited duration events, including, but not limited to, registrations, fundraisers, clinics, and workshops. Such signs or banners shall only be placed in a location designated by the City and for a specified period of time. Such organizations must obtain a permit from the City & County Manager or his designee, and said permit is revocable at any time without notice or cause.
- C) Teams are allowed to display one sponsorship sign or banner for the duration of a scheduled game only.
- D) Teams are allowed to display one "Event Only" sign or banner on city property only for the duration of the event. For purposes of this paragraph "event" is defined as a non-routine event of the organization, e.g., tournament plays. Regular league play is not included in this definition. The league must obtain a permit for such "Event Only" sign or banner from the City & County Manager or his designee, and said permit is revocable at any time without notice or cause.
- E) Signs or banners authorized to be placed at ball fields pursuant to this signage policy are to be installed by the city unless approval by the city is given to a league, team, or organization to install.

Section 2. This resolution is effective upon its approval by the City Council.

APPROVED on January 11, 2005.


THE CITY AND COUNTY OF BROOMFIELD,  
COLORADO

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City & County Attorney, Deputy