

# CITY OF WORCESTER

## DEPARTMENT OF PUBLIC WORKS AND PARKS

Parks, Recreation and Cemetery Division 50 Skyline Drive Worcester, MA 01605-2898

Jay J. Fink  
Commissioner



Robert C. Antonelli, Jr., CPRP  
Assistant Commissioner

(508) 799-1190  
(508) 799-1293 FAX

Eric D. Batista, City Manager

## PARKS & RECREATION COMMISSION

### POLICY & PROCEDURE

#### SPONSOR'S SIGNS & BANNERS ON ATHLETIC FIELDS WITHIN DEPARTMENT FACILITIES

.....  
**I. PURPOSE**

To outline the criteria and procedures for sponsor's signs. As well as their content & placement within park & recreation facilities in the City of Worcester under management and control of the Department of Public Works and Parks, Parks, Recreation and Cemetery Division.

**II. PROCEDURE**

1. The Department of Public Works and Parks, Parks, Recreation and Cemetery Division and the Parks & Recreation Commission shall set forth a policy for the installation and type of signs and banners that can be displayed within any department facility.
2. This policy shall cover all athletic fields under the jurisdiction of the City of Worcester Department of Public Works and Parks, Parks, Recreation and Cemetery Division.
3. Permits for signs and banners must be requested from the Department of Public Works and Parks, Parks, Recreation and Cemetery Division specifying size, content and location of sign placement within the park. Sign placement shall not interfere with the line of sight for safety and security of the park or field.
4. Permits for signs and banners are issued only to a community group associated with an athletic field. The community group is responsible for all financial and contractual arrangements, beyond those stated in this policy, between the sponsor and the community group.
5. Permits for signs and banners can be issued for the year, a sport season or the duration of a special event as determined by the Department of Public Works and Parks, Parks, Recreation and Cemetery Division. Permits must be reapplied for each year, season or special event.

**III. POLICY**

1. Sponsor's signs or banners shall not include or give reference to alcohol, tobacco, drugs, or sexual content. Content on signs and banners must be appropriate for children's play space and in compliance with the City's Human Rights Commission's Policy Statement (see attached).
2. Sponsor's signs shall be limited in size to 4 feet by 8 feet or smaller. Signs and banners shall not exceed the height or width of the existing fencing.

3. Sponsor's signs shall be made of sealed plywood or poly-fiber banner material. Signs must have soft or rounded edges with no protrusions exceeding the playground guidelines and standards of CSPC & ASTM. All materials used on the sign must be nontoxic.
4. Sponsor's signs shall be secured by metal bands for banners or bolts, disk washers and capped nuts for plywood signs. Signs shall be secured to fences only. Installation of the sign is the responsibility of the party requesting the permit to place a sign.
5. All signs shall be removed promptly if they become damaged, loose, or a hazard. It is the responsibility of the party that requested the placement of the sign to maintain it in a safe and attractive condition.
6. The Worcester Department of Public Works and Parks, Parks, Recreation and Cemetery Division will provide no guarantee for security and/or safety of any banner or sign.
7. The Worcester Department of Public Works and Parks, Parks, Recreation and Cemetery Division reserves the right to request the removal of any sign as well as limit the number of signs in any given park.
8. The Commissioner of the Department of Public Works and Parks or his/her designee shall ensure this policy is adhered to. He / She shall approve all sponsors' signs and banners to be installed based on this policy.
9. This policy may be amended by a two-thirds vote of the Parks & Recreation Commission.

### **Parks and Recreation Commission Approval Record**

1. This policy was approved by the Worcester Parks and Recreation Commission policy sub-committee on 3/13/02, voted 3-0.
2. This policy was approved by the Parks and Recreation Commission on 3/28/02, voted 5-0.
3. This policy was reviewed and approved by the Parks and Recreation Commission on February 16, 2012.

## **HUMAN RIGHTS COMMISSION**

### **POLICY STATEMENT**

It is the policy of the city to assure that every individual shall have equal access to and benefit from all public services, to protect every individual in the enjoyment and exercise of civil rights and to encourage and bring about mutual understanding and respect among all individuals of the city. It is clear that behavior which denies equal treatment to any of our citizens as a result of their race, color, religious creed, status, sexual orientation, disability or source of income undermines civil order and deprives person of the benefits of a free and open society. Nothing in this ordinance shall be constructed as supporting or advocating any particular religious view or lifestyle. To the contrary, it is the intention of this ordinance that all persons be treated fairly and equally and it is the expressed intent of this ordinance to bring about the elimination of prejudice, intolerance, bigotry, discrimination and the disorder occasioned thereby.