

Spotsylvania County Parks and Recreation Department

Advertising Banner/Sign Policy

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I. Policy

It shall be the policy of Spotsylvania County Parks and Recreation to encourage and enable non-profit and for profit organizations and businesses to advertise at Spotsylvania County Parks and Recreation facilities in designated locations at each facility.

Funds received from advertising shall be credited to the Parks and Recreation Department budget in the revenue category.

II. Application Procedure

An application on the Parks and Recreation Department's form shall be submitted by the applicant to the Parks and Recreation Department Director¹, along with a template of the advertising banner/sign sought to be considered for his/her approval. No application shall be considered that fails to include the template of the advertising banner/sign. No banner/sign shall be placed or permitted to be placed at any facility without the necessary approval of the Director in accordance and compliance with this policy.

III. Rules and Regulations Governing Banners/Signs Review

1. Banners/Signs shall be 3ft X 6ft for display on a 10 ounce Nylon Mesh material with wind cuts and grommets for attachment. Banners/Signs failing to meet these specifications shall not be considered for approval.
2. Banners/Signs that have been approved will be placed on structures, as designated for advertising by the Director. Installation will be the responsibility of the Parks and Recreation Department. The location of any banner/sign upon a designated structure will be chosen by the Director.
3. The application will be reviewed by the Director for completeness. Incomplete applications will not be considered.
4. Banners/Signs template submissions will be reviewed by the Director for compliance with this Policy before being approved. No application shall be considered absent the advertising banner/sign template.
5. Approval is also contingent upon the Director's determination as to the availability of advertising space on the designated areas.
6. Banners/Signs shall not consist of and shall be prohibited from containing information concerning the following:
 - A) Non-commercial speech, issue advocacy, etc., regardless of viewpoint;
 - B) Promoting hostility, disorder, violence, or attacks on any person or group of persons;
 - C) Promoting discrimination including but not limited to, demeaning, harassing, or ridiculing any person or group based on race, color, national origin, religion, sex, age, disability, ancestry or creed;

¹ Whenever this Policy makes reference to the Director of Parks and Recreation, such reference may be substituted by the Director with, "designee of the Director and/or staff members, as designated by the Director."

- D) Political advertisements, including but not limited to any banner/sign promoting, favoring or opposing the candidacy of any candidate for election or political issue/question;
 - E) Being obscene or pornographic as defined by the prevailing community;
 - F) Promoting the use or sale of alcohol, tobacco, or firearms or weapons of any kind; and/or
 - G) Religious advertising in which the primary message is one promoting or opposing religion, particular religions, religious issues, or religious doctrines.
7. After an application has been approved by the Director, and, only then, shall the advertising banners/signs be constructed. Construction of approved banners/signs will be by the applicant. Banners/Signs shall be constructed at the cost of the applicant.
 8. Banner(s)/Sign(s) remain the property of the advertiser.
 9. The applicant may, at any time, after approval and installation request its banner/sign be removed. Once a request for removal has been made, the banner/sign shall not be re-installed absent submission of a new application and subsequent approval.
 10. Approved banners/signs will be displayed from March through November at the locations designated. Once the advertising period ends, or, following a request for removal, the advertiser will be contacted to receive the banner/sign.
 11. Failure to retrieve a banner/sign promptly and timely upon notice from the department shall result in it being discarded and/or destroyed.
 12. Spotsylvania County Parks and Recreation is not responsible for any damage to any banners/signs due to weather, graffiti, and/or vandalism of any kind. If a banner/sign is destroyed and/or has to be removed as a result of vandalism or the presence of graffiti, the advertiser will be responsible for a replacement banner/sign duplicating the original banner/sign submission, as approved.
 13. Fees for advertising will be fixed annually in accordance with the fiscal year.