

Event Sign Park Policy

Purpose Statement

The purpose of allowing event signs on municipal park, greenways and conservancy areas is not to provide a public forum for dissemination, debate, or discussion of public issues but to provide opportunities for community event communications. This policy is intended to provide guidelines and standards for signs in village owned public parks, greenways and conservancy areas that are frequently used and frequented by minors and their families.

Guidelines, Standards and Criteria

The purchaser of the sign will determine all the artwork and details for the sign with their printer. The Village staff must approve the sign, its design and message before it is displayed on the approved locations. Approval will be determined based upon the purchaser being current on all payments due and owing to the Village of Hartland and the Park and Recreation Department as well as the following guidelines and standards in this policy.

The Village of Hartland reserves the right to amend the policy and standards at any time and to later limit or prohibit advertising at all locations even though previously allowed.

Approval of the content of the sign will be based on the following criteria:

- signs are intended for nonprofit use only. Advertisements are not allowed to include political or religious advertisements.
- No advertisements shall contain information that is false, misleading, or deceptive.
- Advertisements are not allowed to promote alcoholic beverages, tobacco products or other addictive products. The beer garden at Nixon Park and Hartbrook Park are exempt from this requirement.
- Advertising may not promote unlawful or illegal goods, services, or activities, or infringe on any copyright, trade, or service mark, title, or slogan.
- Advertising may not be demeaning or disparaging to individuals or groups based on race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, or sexual orientation.
- No political signs will be allowed.

Approved areas:

- Locate in heavy traffic areas, Signs cannot be placed in areas that would block view of oncoming traffic.
- Signs cannot be placed on driveways, parking lots or paths.

The signs must comply with the following standards:

- Must be 2' tall by 2' long or 2' tall by 3' long unless approved by the park board.
- 2 signs maximum.

Guidelines of the program:

- Signs must be installed by the user groups no sooner than one weeks prior to the event. Signs can be out a maximum of one week unless approved by the village board.
- All signs are temporary.
- Signs will be removed the first business day after the event.

- The village staff must approve the sign, its design, the message, and material before it is installed on park land. It is recommended to get an approval of the design/content before it is printed.
- The Village of Hartland reserves the right to remove any sign that is in poor condition as it may determine. The user group shall be responsible for the replacement of the sign that is removed
- The Public Works Department will not be responsible for any damage to the sign. Repairs or replacement of the sign due to damage caused by wear and tear, wind, vandalism theft or damage caused by any other reason will be at the purchaser's sole expense
- It is the sole right of the Department of Public Works to determine where the sign shall be placed.

Exempt Status

- Village Events
- Park and Recreation events
- Village contracted events: L.C beer garden
- Non-profit and not for profit groups

Fee Structure

1 to 6 Days: \$10.00 a day

7 Days: \$50.00