

SIGNAGE DISPLAY POLICY

Library and Community Services
800 Alma St., Menlo Park, CA 94025
menlopark.gov



Definitions
For the purposes of this policy, the term “signage” includes any promotional and/or informational signs, banners, flyers, sandwich boards, posters and other displays in physical, electronic, and/or audiovisual formats. The term “facilities” includes all City facilities operated by the library and community services (LCS) department, including City-owned parks, outdoor recreational facilities, and the public buildings and their surrounding grounds at Arrillaga Family Gymnastics Center, Arrillaga Family Gymnasium, Arrillaga Family Recreation Center, Belle Haven Community Campus, and Menlo Park Library.
Purpose
This policy regulates the authorization and display of temporary promotional and informational signs, banners, flyers, sandwich boards and other displays on City-owned facilities by individuals and groups. The purpose of this policy is to promote authorized uses of City public buildings and parks; to restrict the posting of unauthorized signage; and to protect and enhance the physical appearance of City-owned facilities for the enjoyment and benefit of all community members.
Exclusions
This policy does not apply to: <ul style="list-style-type: none">• Video display monitors in City facilities, which only promote City-sponsored activities• City facilities managed by City departments other than LCS, such as City Hall, City Council Chambers, and Neighborhood Service Center• Signage authorized and/or displayed by the City• Over-the-street banner locations on Santa Cruz Avenue• Exhibit and display spaces in City facilities that are designed to showcase curated collections of resources, information, artworks, creative expressions, physical artifacts, and other exhibits.
Eligibility criteria
Licensed users or lessees of City facilities, for example recreational instructors, athletic teams, and facility renters, may request permission to display temporary signage in designated areas of City facilities, provided that the signage: <ul style="list-style-type: none">• Complies with all aspects of this policy and other applicable City policies• Does not deface, damage or destroy public property• Is displayed only during the duration of the license or lease Fees for displaying signage on City facilities may apply per the Master Fee Schedule. Applicants must meet all of the following criteria in order to be considered for authorization to display signage on City facilities: <ol style="list-style-type: none">1. Has a current written agreement with the City of Menlo Park to provide programming in City facilities2. Has not been found in violation of City policies within the 24 months preceding the application date3. Is in good standing with the City’s processes and procedures including timely payment of all fees due. Placement of signs, banners or other promotional materials on City facilities does not constitute an endorsement by the City of the promotional materials’ content or the sponsoring group’s views.
Prohibited materials
LCS facilities and public spaces shall not display any of the following signage: <ul style="list-style-type: none">• Partisan political messages, petitions and/or similar items (during local, state, and federal elections, nonpartisan informational material may be displayed)

- Religious messages, displays, and/or expressions of religious doctrine or belief
- Services or products for sale or rent, except for City-sponsored services or products
- Solicitations for membership, except for City-sponsored membership activities
- Solicitations for fundraising, except for LCS-sponsored fundraising activities
- Material that violates any City policy, procedure, or rule; or that violates local, state, and/or federal law.

Placement of promotional signage on City facilities does not constitute an endorsement by the City of the promotional materials' content or the sponsoring group's views.

Evaluation and prioritization

When resolving display location availability and scheduling conflicts, signage placements will be subject to the following prioritization:

1. City of Menlo Park signage receives the first priority
2. Activities that are co-sponsored by the City of Menlo Park receive second priority
3. Menlo Park based charitable non-profit organizations receive third priority. For purposes of this policy "non-profit organization" means an organization that is eligible for tax-exempt status under sections 501(c)(3) of the Internal Revenue Code. Proof of tax-exempt status may be required.
4. Other groups not described above and not excluded as provided in this policy receive the fourth priority.

For all signage, City staff shall take into consideration the following:

- Relationship of the proposed signage to architectural features (fences, walls, equipment, support structures), natural features (landscaping, etc.), and urban design (pedestrian walkways, etc.)
- Public access to and visibility of the signage
- Potential impact of the proposed signage to public health and/or safety
- Inclusivity for all Menlo Park residents
- Relevance of the proposed signage to the applicant's agreement with the City to provide programming in City facilities.

The City of Menlo Park does not endorse the content of any signage, excepting those that are directly sponsored and installed by the City of Menlo Park. The views expressed in signage do not necessarily reflect the views of the City of Menlo Park, its officers, employees, or partner agencies.

Procedure

Requests for authorization to display signage must be submitted in writing to the Library and Community Services Director or their designee for review. Proposals shall be submitted on an application form provided by the LCS department, including but not limited to the following information:

1. Name, residence address, and other identifying information
2. Relevance of the signage content to the applicant's agreement with the City to provide programming in City facilities
3. Desired location and dates for displaying the signage
4. Description of the proposed signage including dimensions, materials, and electronic image of the content
5. The City reserves the right to refuse any signage for any reason, including but not limited to the criteria noted in this policy. Appeals may be addressed to the Library and Community Services Director, whose decision regarding the posting of signage on City facilities is final.
6. All materials approved for posting must be delivered to Arrillaga Family Gymnasium, 600 Alma St.
7. City staff will install the signage in the approved location
8. Approved signage can be displayed for no longer than 90 days, absent permission from the Library and Community Services Director for a longer display period
9. Signage may be removed or rearranged at any time by and at the sole discretion of City staff.
10. At the end of the authorized display period, signage will be removed by City staff and the applicant will be notified to pick up the signage.

Removal, relocation, alterations

The City of Menlo Park reserves the right to remove, relocate, alter, decommission, or dispose of exhibited

and displayed materials for any reason, including but not limited to:

- The signage violates City policies, rules, and/or procedures; or violate local, state, and/or federal law
- Loss due to theft, accident, vandalism, or natural disaster
- If the condition or security of the signage cannot be reasonably guaranteed
- If the removal of the signage is deemed necessary by City staff to reasonably protect public health and safety, and/or to preserve the ability of all visitors to safely and securely use the public space for its intended purpose
- Signage installed without prior approval by City staff may be removed and/or discarded by City staff without notification to the signages' owner
- The City of Menlo Park assumes no responsibility for loss or damage to signage displayed at City facilities. Signage is displayed at the owner's risk.

Signage specifications

Signage must conform to the following specifications* in order to be considered for approval:

- Limit one display item (signage) per applicant
- Banners and sandwich boards are only eligible to be posted in outdoor locations
- Maximum* banner dimensions: 96" wide x 48" high
- Maximum* poster dimensions: 22" wide x 28" high
- Maximum* flyer dimensions: 8.5" wide x 11" high
- Maximum* sandwich board dimensions: 40" high x 36" wide x 30" deep
- Other formats: Inquire with City staff for specifications.
- Displays in any format should not exceed the size specifications noted above.

*Maximum signage dimensions will vary depending on the specific location where the signage will be displayed. In some locations the maximum allowed dimensions will be smaller than the overall maximums listed above due to space limitations and other site-specific factors. City staff will advise applicants on the specific maximum dimensions allowed at any given location.

Procedure review

This procedure shall be reviewed at least once every four years.

Policy history

Action	Date	Notes
Policy created	November 14, 2024	Administrative policy
Policy recommended	November 20, 2024	Parks and Recreation Commission recommended