

4. Partnership with the Community

4.9 Memorializing & Gifts to Public Parks

Introduction

The everlasting nature of natural resources would appear to be fitting places for honoring and memorializing persons, events, or institutions hereafter referred to as entities that have made a lasting impression and contribution to either Stamford, the state of Connecticut or the Nation.

Green space and open space represent an exceedingly precious commodity and it is the task of the Parks and Recreation Commission to monitor whether the legacy of an entity to be memorialized is of sufficient stature to warrant impinging on the scarce green and/or open space resource.

Conservation goals of the Parks and Recreation Commission run counter to any intrusion or removal of permeable green and/or open space in general. Therefore, any request to use the parks or green/open space for memorializing will have to meet substantial criteria (also see Section 6: Naming/Renaming Policies whose criteria may also be applicable).

Some criteria include the following:

- The significance of the entity to be honored will outlast a few generations.
- The application for the commemoration of a deceased person or a significant event will only be considered by the Parks and Recreation Commission after at least three (3) years have lapsed since the honoree death or the occurrence of the event.
- If the entity to be honored is a person, the person to be commemorated will have contributed specifically to the parks, youth sports and/or recreational activities in the city.
- The significance of the entity to be honored applies to the city as a whole.
- The manner in which the memorializing occurs will provide a benefit to the park where it is located by providing historical context and appreciation and/or by choosing an object for the tribute that benefits green space and its preferred uses (e.g. trees, bridges, pathways etc.).

If the significance of the honored entity meets these criteria and qualifies for a plaque or sign in a park, the size of a plaque will have the dimensions of 10x12 inches and will be made of an approved material such as metal or stone. Any commemorative plaque will be flush with the ground; no boulders or tombstones are permitted. No memorial shall add mowing or trimming obstacles to maintenance.

General Policies for Memorializing and Gifts:

- The Parks and Recreation Commission will favorably consider any donation of open land or green space to the city as a tribute to the legacy of an important person or event. This land gift may be conditionally submitted if naming after the entity if requested (also see Section 6 -Naming policy for more information).

- The Parks and Recreation Commission will favorably consider any donation towards upkeep, replacement or acquisition of traditional amenities in the park system as a tribute or to honor an important entity. An inscription according to the regular guidelines and regulations for signage and inscriptions on the donated or improved amenity in tribute to the entity will be considered. The standard memorial plaque is 10x12 inches.

Park Bench Donation Policies:

- The Parks and Recreation Commission will allow citizens or groups of citizens to purchase park benches in the name of an entity to be memorialized or honored. A standard name tag with an inscription according to the guideline and regulations for signage and inscriptions may be attached to the bench. The Parks and Recreation Commission sets the guidelines and prioritizes which park(s) are in need of benches, type of bench and which locations within those parks would be appropriate.

City Wall or Walkway of Honor Policy

- The Parks and Recreation Commission favors the establishment of a wall or walkway of honor at a location within the urban area of the city to consolidate and centralize the honoring and legacy of significant entities. Such an urban place for memorializing and honoring these legacies would alleviate the pressure to memorialize in public park space.

Public Art Donation Policies:

- The Parks and Recreation Commission will consider a donation of public art for a public park in accordance with the zoning guidelines for display of permanent public art in the city.
- Temporary displays of art must be approved by the Parks and Recreation Commission. A request for memorializing by means of a permanent display of a piece of art is subject to the Gifts and Naming policies.
- If applicants are looking for alternate ways to memorialize an entity by using a park, the Parks and Recreation Commission will evaluate each such request separately on its own merits.
- Donations of public art will become the property of the city unless a legal agreement states otherwise such as the Homer Wise Memorial in Veterans Memorial Park.

Section 5: Signage & Advertising

Introduction

The Stamford Parks and Recreation Department of the City of Stamford is budgeted through the Department of Operations by the Operations & Facilities Manager. Funding is primarily obtained from the general fund. In recent years demands upon funds have increased and this trend is expected to continue.

To maintain and enhance the City's parks and recreation system, Stamford Parks & Recreation Commission supports alternative revenue streams that increase its ability to deliver services to the community and/or provide improved service levels beyond the basic levels that the City's general funds allows.

5. Sponsorships¹

One alternative funding source is sponsorship.

5.1 Policy Statement

It is the policy of the Parks and Recreation Commission to encourage sponsorships for its events, services, parks and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs and other entities. The purpose of such sponsorships is to increase the operating department's delivery of services and/ or enhance levels of service beyond the core levels funded from the City's general fund.

In appreciation of such support, it is the policy of the Stamford Parks and Recreation Commission to provide sponsors with suitable acknowledgment of their contributions. Such recognition, however, must adhere to the aesthetic values and purpose of the bureau's parks, facilities and services.

5.2 Definitions

For the purpose of this policy the following definitions apply:

Advertising – the activity of attracting the public's attention to a particular product or service.

Community Center – a building in which structured and unstructured recreational and cultural activities are provided.

Corporate Slogan – a word or phrase that may be attached to a corporate name or logo.

Donations – the provision of in-kind goods and/or money for which no benefits are sought.

Interpretive Sign – a sign within a park that interprets natural, historic and/or cultural features.

Facility – any building or structure that is located on property owned or managed by Stamford Parks and Recreation.

Logo – a symbol or name that is used to brand an organization.

Operations Facilities Manager – the management position within the City government that is responsible for facilities and services having a citywide impact. This position is responsible for the oversight of any sponsored signage lifecycle, i.e. installation, repair and disposition.

Park – open space owned or managed by Stamford Parks and Recreation for recreational and/or natural resource values.

Plaque – a flat memorial plate containing information that is either engraved or in bold relief.

Recognition Benefits – opportunities given to the sponsor to have its name/logo appear on park property or materials for a specified period of time.

¹ Special thank you to Portland Parks and Recreation for providing the baseline format.

Sign – a structure that is used to identify a specific park, to convey directions to park users, and/or to inform them of the relevant regulations and other pertinent information.

Sponsorship – financial or in-kind support from an individual or corporation for a specific service, program, facility, park or event in return for certain benefits.

Sponsorship Agreement – a legal instrument that sets out the terms and conditions the parties have agreed upon.

Superintendent of Parks and Recreation – the management position within City government responsible for oversight of the Parks and Recreation Departments. This position remains unfilled since April 29, 2011.

Superintendent of Recreation – the management position within City government responsible for documenting and processing sponsorship requests.

Temporary Sign – a sign that is erected for a known period of time, usually not exceeding twelve (12) months.

5.3 Guiding Principles

The following principles form the basis of the Stamford Parks and Recreation Commission’s consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the subject park or facility and its Master Plan.
2. The mission of a sponsorship organization should not conflict with the mission of the Stamford Parks and Recreation Department.
3. Sponsorships must provide a positive and desirable image to the community.
4. Operating costs to the City associated with the sponsor’s proposal should not exceed 10% of the sponsorship.
5. Individual sponsors should not limit Stamford Parks and Recreation ability to seek other sponsors.
6. Recognition benefits to be offered shall not compromise the design standards and visual integrity of the park or facility.
7. All sponsorship offers shall be the subject of a sponsorship agreement drafted by the City of Stamford Legal Department
8. An evaluation of the potential sponsor shall not be limited to:
 - Products/services offered
 - Company’s record of involvement in environmental stewardship and social responsibility
 - Principles/Value/mission statements of the Company
 - Sponsor’s rationale for its interest in Stamford Parks and Recreation
 - Sponsor’s expectations
 - Sponsor’s timeliness and/or readiness to enter into an agreement
9. On occasion Stamford Parks and Recreation may need to reject a sponsorship offer. Circumstances under which this may occur include:
 - The potential sponsor seeks to secure a contract, permit or lease.
 - The potential sponsor seeks to impose conditions that are inconsistent with Stamford Parks and Recreation’s mission, values, policies and/or planning documents.

- Acceptance of a potential sponsorship would create a conflict of interest or policy (e.g. tobacco companies, alcoholic beverages, adult entertainment).
 - The potential sponsor is in litigation with the City of Stamford.
10. Fundamental to improving the management and performance of Stamford Parks and Recreation's sponsorship activities is the need for an effective program of review and reporting. Accordingly, the following performance indicators should be established and reported on annually to the Stamford Parks and Recreation Commission and the Board of Representatives.
- Number of active sponsorships
 - Dollar value of active sponsorships
 - Number of proposals presented to potential sponsors
 - Number of sponsorship proposals declined by potential sponsors
 - All sponsorship proposals that exceed \$10,000 will be approved by the Board of Representatives.

Recognition of Sponsors

The following principles form the basis of the Parks and Recreation Commission's recognition of sponsors:

1. The Parks and Recreation Commission will consider all sponsorship opportunities sought out and developed under the guidance of the Economic Development Unit and the Mayor's Office.
2. The Parks and Recreation Commission expects to be involved as early as possible to assist with the determination of the structure and location of the recognition within the Park facilities.
3. In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within parks (see Section 4.9 -- Wall or Walkway of Honor).
4. Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by Stamford Parks and Recreation or any proprietary interest of the sponsor in Stamford Parks and Recreation.
5. Any physical form of on-site recognition shall not interfere with visitor use or routine park/ facility operations.
6. The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message.
7. All sponsorship agreements will be for a defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
8. Naming of events and/or facilities within a park or community center in recognition of a sponsor is permitted providing such names are subordinate to the name of the park or the facility on Park property.
9. Naming or Renaming of a Park or Facility is subject to existing City Ordinance and/or City Charter Guidelines.

5.4 Procedures and Guidelines

These procedures and guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the values and purpose of a particular facility

and/or park is not diminished. The guidelines and procedures contained within this policy do not apply to gifts and/or grants for which there is no benefit or recognition expected.

5.5 Sponsorship Categories

Sponsorships are appropriate for the following broad types of activities:

- Events – financial or in-kind support for an organized event organized by Stamford Parks and Recreation on Stamford Parks and Recreation property.
- Park/Facility Development – financial or in-kind support associated with the design and/or construction of a particular park or facility. Projects within this category will typically be one-time in nature.
- Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program.

5.6 Types of Recognition

Sponsors will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

- A thank you letter
- Publicity through Stamford Parks and Recreation’s website, newsletters and /or media releases as well as the sponsor’s corporate newsletter, annual report and/or website.
- Media events such as a press conference, photo opportunity, ground breaking and/or ribbon cutting ceremony.
- Mayoral and/or Superintendent acknowledgement at civic functions.
- Commemorative items such as a framed picture or plaque.
- Register of sponsors that is accessible to the public either online or at Stamford Parks and Recreation administrative offices and community centers.
- Acknowledgement on printed materials such as recreational and park program catalogs.
- Inclusion of the individual’s name or company name and logo on a sponsorship recognition wall or walkway of honor (TBD) at the Stamford Parks and Recreation Administrative offices or a designated public area or park facility.

Where on-site recognition is to be permitted, types of recognition may include:

- Temporary signs -- which may include the use of logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or an event.
- Interpretive sign – which may include the use of logos.
- Sport Field or Facility Banners – removable advertising banners for league or team sponsors that may be displayed during sanctioned league play.
- Permanent plaque or sign --permanency is limited to the life of asset.
- Naming of a particular facility within a park where the sponsorship covers greater than 67% of the cost of the particular facility or structure.

5.7 Determining Types of Recognition

Decisions as to the type of recognition to be provided to a sponsor under \$10,000 shall be made by the Parks and Recreation Commission. For sponsorships over \$10,000 decisions shall be made by the ad hoc Sponsorship Committee, Superintendent of Parks and Recreation and the Director of Economic Development unless it involves naming of a facility within a park, in which case, the Stamford Parks and Recreation and City of Stamford Naming Policy procedures apply. In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible benefit offered to the sponsor.

5.8 Determining Design Standards for Various Types of Recognition

5.8.1 Design and Location of Banners, Temporary Signs and Plaques

Recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. In such circumstances the sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color. The Stamford Parks and Recreation Superintendent shall give final approval of a sponsor's name and/or logo, sign and for the design and content of plaques after review and recommendation by the Stamford Parks and Recreation Commission's internal committee (Note: until the Superintendent vacancy is filled the Parks and Recreation Commission will perform this function).

The siting of the temporary signs and plaques shall be determined by the internal committee and presented to the Parks and Recreation Superintendent for final approval. In the event that the internal committee cannot come to a consensus the Parks and Recreation Commission will undertake the analysis based on inputs from the internal committee members to make a final decision.

5.8.2 Design and Location of Sponsorship Boards

The Superintendent of Parks and Recreation shall determine the design of sponsorship boards. In developing a suitable design, the Superintendent of Parks and Recreation shall consider a format that allows for the recognition of sponsors using small name plates, plaques or tiles so sponsor details can be added or removed easily.

The Superintendent of Parks and Recreation with the Superintendent of Recreation and Manager of Parks and Facility Operations in consultation with the relevant Architect and Engineer shall determine the location of sponsorship boards within facilities. In the event of consensus not being reached, the Parks and Recreation Commission will evaluate the recommendations and make the final decision.

5.8.3 Design and Information Requirements for Website

The Superintendent of Recreation in consultation with their web master shall determine the design and information to be posted on the department's website as it relates to sponsor recognition.

5.9 Sport Field Banners/Temporary Banners and Signs²

5.9.1 Introduction

It shall be the policy of the Stamford Parks and Recreation Commission to selectively permit non-profit and for profit organizations and businesses to advertise at Stamford Parks and Recreation at designated locations and facilities. Temporary Banners /Signs may never be painted directly onto the walls or roof of any facility, building or structure.

Banners on Fencing

Removable sponsorship banners for league or team sponsors may only be attached to outfield fencing during sanctioned league play. The installation and removal of all banners are subject to regulations in the annual Field Policy Manual.

Funds received from this type of advertising shall be paid to the sanctioned sports league who shall be a registered 501(3)C charity. A proper Sponsorship Form must be submitted to the Stamford Parks and Recreation Department in order for the sponsorship banner to be in compliance. The City of Stamford may charge an applications fee. All banners not in compliance are subject to immediate removal and disposal by Parks & Facilities Management.

Sandwich Boards and Flag –type Signage

Concessions and Food Truck vendors permitted to work in a City Park shall submit an application for their signage and comply with the policies and procedures described in the Citywide Zoning Enforcement Food Truck Vendor Policy. Any questions or special case use shall be brought before the Stamford Parks and Recreation Commission. The City of Stamford may charge an application fee.

Temporary Banner/Sign Application Procedure

An application using the Stamford Parks and Recreation Sponsorship Form shall be submitted by the applicant to the Superintendent of Recreation. Accompanying the application shall be a template of the proposed advertising design including color treatment for the banner for which approval is sought. No application shall be considered that fails to include the template of the banner/sign. No banner/sign shall be placed or permitted to be placed at any facility without the necessary approval of the Parks & Recreation Commission or it's designee in accordance and compliance with this policy.

Rules and Regulations Governing Banners/Signs Review

1. Banners/Signs for fencing shall be 3 feet x 6 feet in maximum size and constructed with durable nylon mesh or vinyl material and grommets for zip tie or twine attachment to the fencing. New banners failing to meet these specifications shall not be considered for approval. Current banners made of non-conforming materials and/or of non-conforming size shall be grandfathered for 12 months from the 2019 season.
2. Banners/signs for structures other than fencing shall need to be approved by the Parks and Recreation Commission.

² Special thanks to Spotsylvania VA for baseline template

3. Approval is also contingent upon the Parks and Recreation Commission's determination as to the availability and desirability of the advertising space on the designated areas. Certain Parks and Fields may be designated "sign free" i.e. West Beach Soccer Field (see Appendix).
4. Sanctioned organizations may be given broad authority by the Parks and Recreation Commission to regulate signage within specific Parks (e.g. Veteran's Memorial Park). The organizations acting on behalf of the Parks and Recreation Commission shall have an understanding with the Commission that specifies the types of signage within their purview and which, if any, signage should come to the Commission for approval.
5. 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 attack on any person or groups 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
 - 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 standards
 - f. Promoting the sale or use alcohol, tobacco or firearms products.
 - g. Religious advertising in which the primary message is one promoting or opposing religion, particular religions, religious issues or religious doctrines
6. Compliant banner(s)/signs remain the property of the advertiser providing they remain affixed to the appointed structure during an agreed upon time. Any sign left in disrepair, on the ground, or after the appointed time shall be considered litter and may be disposed of. If Facilities Management must remove signs for any reason they are not obligated to return them to the advertiser or organization.
7. City of Stamford is not responsible for any damage to any banner/signs due to weather, graffiti and/or vandalism of any kind.
8. Policies regarding signs are subject to change, no banner/sign will be considered "grandfathered".