



**Town of Mansfield
Agenda Item Summary**

To: Town Council
From: Matt Hart, Town Manager *MWH*
CC: Maria Capriola, Assistant Town Manager; Curt Vincente, Director of Parks and Recreation; Linda Painter, Director of Planning and Development; Curt Hirsch, Zoning Enforcement Officer
Date: May 12, 2014
Re: Proposed Amendments to Parks Rules and Regulations; Program Sponsorship Signs and Banners

Subject Matter/Background

The Mansfield Little League (MLL) has installed a new scoreboard at Southeast Park Field "B" that includes a panel recognizing Windham Hospital as the sponsor that donated the scoreboard to the MLL. Town staff has noted a potential issue with the Parks Rules and Regulations, which allow for only *temporary* program sponsorship signs and banners.

The Park Rules and Regulations prohibit commercial advertising; however, Section A194-1(J) provides an exception for temporary program sponsorship signs and banners. This exception dates back to 2003, when the Town Council amended the Parks Regulations to allow for temporary signs and banners at select municipal facilities. Under this initial amendment, the youth league needed to remove the signs and banners following each game. This practice ultimately proved too onerous, and in May 2007 the Council approved a subsequent modification to allow the temporary sponsorship signs and banners to be erected for an entire season.

In adopting the 2003 and 2007 amendments to the Park Regulations, the Council sought the input of the Planning and Zoning Commission (PZC), which regulates signs through its Zoning Regulations. The PZC subsequently amended the Zoning Regulations to further clarify the definition of "public signs" and to specify that temporary sponsorship signs and banners as provided for in the Park Regulations shall not be considered advertising for the purposes of the Zoning Regulations.

Parks and Recreation staff has prepared a new set of revisions (see attached) to allow for *permanent* installation of sponsorship signs and banners on *scoreboards* and to provide the department with more discretion regarding the location of signs and banners. Importantly, we are also taking this opportunity to

propose the prohibition of smoking and the use of tobacco products in Town parks.

Financial Impact

In recent years the MLL, as an official co-sponsored organization of the Town, has made significant improvements to Southeast Park in conjunction with the municipality. The MLL has supplemented the Town's investment in Southeast Park with significant monetary support for park improvements, local volunteer contractor support for construction work, and countless hours of volunteer time for positive youth programming. With the support of Windham Hospital, the MLL was able to erect its new scoreboard without a financial contribution from the Town.

Legal Review

The Town Attorney has reviewed and approved the form of the proposed revisions to the Parks Regulations.

Recommendation

The Recreation Advisory Committee (RAC) recently reviewed the scoreboard donation and sponsor recognition, and expressed unanimous support for the project. In keeping with past practice, staff recommends that the Council refer the proposed amendments to the Parks Regulations to the PZC for review and comment.

If the Town Council concurs with this recommendation, the following motion is in order:

Move, to refer the proposed amendments to Chapter A194 of the Parks Rules and Regulations to the Planning and Zoning Commission for review and comment.

Attachments

- 1) Proposed Amendments to Park Rules and Regulations
- 2) Scoreboard Specifications

DRAFT – Proposed changes 5/12/14, ~~strikethrough~~ to be removed, underlined to be added.

Chapter A194: PARK RULES AND REGULATIONS

[HISTORY: Adopted by the Town Council of the Town of Mansfield 11-25-1974, effective 12-3-1974. Amendments noted where applicable.]

GENERAL REFERENCES

Alcoholic beverages — See Ch. 101.

Outdoor burning — See Ch. 114.

Parks and recreation areas — See Ch. 137.

§ A194-1 Permitted activities.

§ A194-2 Prohibited activities.

§ A194-1 Permitted activities.

The following park uses and/or activities are permitted subject to additional specific regulations which may be adopted by the Town Council or its designated agency:

- A. Hiking, picnicking, organized nature study, bicycling and horseback riding in designated areas.
- B. Ice skating, swimming, cross country skiing and fishing at specific times and/or places.
- C. Day and/or night camping only in specified areas, with a permit issued by the Town Manager or other designated person or agency of the town.[Amended 7-25-1983]
- D. Open fires only in fireplaces in designated picnic areas around Bicentennial Pond.[Amended 7-25-1983]
- E. Open camping fires are thus prohibited in the remainder of Schoolhouse Brook Park.[Added 7-25-1983]
- F. Organized games in designated areas.
- G. Posting of signs only with permission issued by the Town Manager or other designated person or agency of the town.[Amended 7-25-1983]
- H. Special activities and/or programs only upon approval by the Town Manager or other designated person or agency.

I. Pets on leash only.

J. Subject to compliance with applicable provisions of the Mansfield Zoning Regulations, the Parks and Recreation Department may authorize not-for-profit organizations to erect ~~temporary program sponsorship signs/banners~~ in Town parks, subject to the following conditions:[Added 1-27-2003, effective 2-25-2003]

- (1) Eligibility. Only not-for-profit organizations that operate to serve Mansfield residents are eligible to erect signs/banners under this subsection. The eligible not-for-profit organizations may erect ~~temporary signs/banners~~ for only those businesses, organizations, individuals and other entities that provide monetary or other material assistance to the eligible organization. Subject to the conditions expressed herein, the Parks and Recreation Department has the discretion to reasonably determine which not-for-profit organizations and program sponsors are eligible to erect signs/banners under this subsection.
- (2) Location. The location of ~~temporary program sponsorship signs/banners~~ in Town parks shall be limited to four sites: active ballfields at the reasonable discretion of the Department of Parks and Recreation. [Amended 9-14-2009, effective 10-9-2009]
 - (a) ~~Around the interior perimeter of the outfield fence at Southeast Park Field A;~~
 - (b) ~~Adjacent to the Southeast Park Football Field;~~
 - (c) ~~Adjacent to the playing fields at the Lions Club Memorial Park; and~~
 - (d) ~~Around the interior perimeter of the fence at the Mansfield Skate Park.~~
- (3) Duration. Signs/Banners permitted under this subsection may be erected or displayed permanently on scoreboards and for the duration of the season around the perimeter of the ballfields. Signs/Banners around the ballfields must be removed following the conclusion of the season.[Amended 5-14-2007, effective 6-11-2007]
- (4) Construction. Signs/Banners permitted under this subsection must be single-sided, non-illuminating, ~~temporary or portable in design,~~ and constructed with weather-proof material.
- (5) Size. Signs/Banners permitted under this subsection cannot exceed 32 square feet in area or for scoreboards, cannot exceed thirty-three percent of the total scoreboard area.
- (6) Color/Format. Signs/Banners permitted under this subsection must be consistent in format and ~~have a dark background.~~ Wording on signs/banners permitted under this subsection is limited to the name, phone number, website and logo of the program sponsor. Sign/color format of any Sign/Banner is subject to the reasonable approval of the Department of Parks and Recreation.

(7) Enforcement. The Parks and Recreation Department shall administer and enforce the requirements of this subsection.

(8) Other. Subject to the conditions expressed herein, the Parks and Recreation Department has the discretion to ~~develop additional location requirements at the four sites defined in Subsection J(2) above, and other restrictions and guidelines for signs/banners permitted under this subsection~~ impose reasonable restrictions and develop guidelines for program sponsorship signs consistent with these Regulations.[Amended 9-14-2009, effective 10-9-2009]

§ A194-2 Prohibited activities.

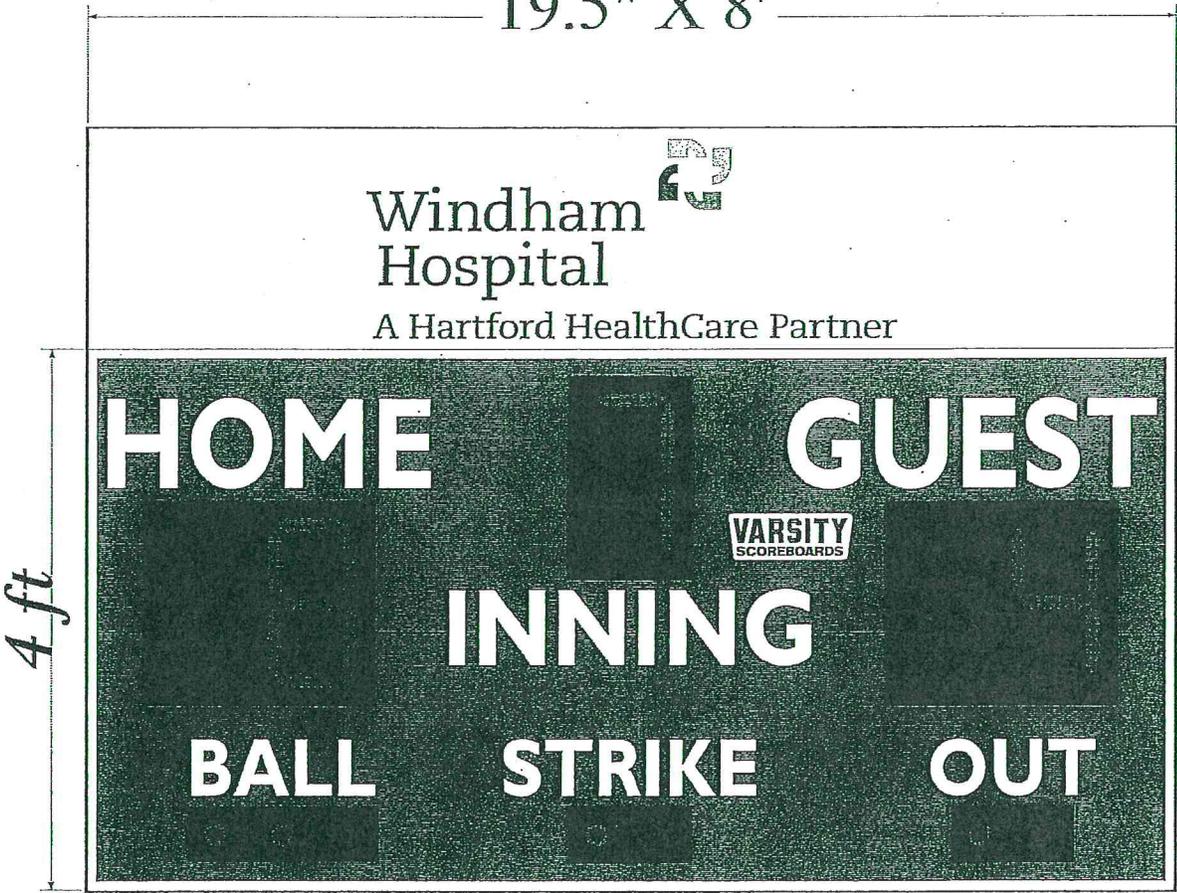
Prohibited activities shall be as follows:

- A. Commercial advertising, except for ~~temporary~~ program sponsorship signs/banners as permitted in § A194-1J above.[Amended 1-27-2003, effective 2-25-2003]
- B. Vending or soliciting of any type except as authorized by the Town Council.
- C. Littering.
- D. Removal of or injury to trees, shrubs, flowers and/or other plants.
- E. Molesting of birds and/or other fauna.
- F. Destruction, misuse and/or defacement of park property.
- G. Use or possession of explosives, firearms and/or fireworks.
- H. Hunting and/or trapping.
- I. Pets in swimming area.
- J. All motorized vehicles except on designated public access roads and parking areas.
- K. Use of the park, including parking areas, between sunset and sunrise without proper permit.
- L. Disorderly conduct or any other illegal activity.
- M. Drinking or possession of alcoholic beverages.[Added 3-10-1975, effective 3-19-1975]
- N. Golfing.[Added 7-28-1997, effective 8-23-1997]
- O. Smoking and use of tobacco/nicotine products.

Graphics Authorization Form

MODEL - VSBX314 SPONSOR AREA

19.5" X 8'



Graphic Artist's Notes to Customer

None.

Sales Rep Name
Tassie Pace
Sales Rep Email
tassiepace@scoreboard1.com
Client Name or Contact
TODD HODRINSKY
Model Number

Customer Name

Approval/Disapproval

Approved Disapproved

Reason for Disapproval (if applicable)

Please review carefully. Changes once graphics approval is submitted may result in additional charges. Colors are for proofing only and may vary on different printers, monitors and finished products.