



Memo to: Candidates for Public Office and Campaign Headquarters
From: Julia Halsted, Policy Governance & Community Relations Manager
Date: October 28, 2014
Subject: Election Campaign Information for Signs in the Parks

The following information is intended to provide you with advance knowledge of the **parameters for placing campaign signs** in Rockford Park District parks as we enter the campaign season.

The following excerpt from Board Policy 9.01, adopted by the Board of Commissioners in 2009, **limits the size and number of signs per park site** as not to inhibit citizen's aesthetic enjoyment of nature and the outdoors and to limit obstacles to park maintenance.

The policy states:

- i. Signs placed so as to interfere with regularly-scheduled lawn mowing or other maintenance, may be removed by the Rockford Park District staff or designees, as may be reasonably necessary for such mowing or other maintenance.*
- ii. There may be no more than two signs for any candidate per site*
- iii. They must not be posted on any structure or thing, including buildings, existing signs, fences, poles, or trees*
- iv. They must not interfere with the intended use or enjoyment of the park, therefore, they may not be placed in the playing areas of sports fields and golf courses, or in gardens and landscaped areas, such as the Rose Garden and boulevards*
- v. Signs cannot obstruct traffic flow or visibility*
- vi. The signs must be removed within 48 hours following the election, and any signs remaining after that time may be disposed of by Rockford Park District*
- vii. All such advertising shall comply with applicable municipal ordinances such as City of Rockford, City of Loves Park and Village of Cherry Valley, particularly including, but not limited to regulations concerning the distance from the right of way, which is generally a minimum of 14 feet from the roadway. Exception being the sign can be no larger than 10 square feet in area on one side.*

We thank you for your cooperation, and please do not hesitate to call the Executive Director's Office if you have additional questions at (815) 987-8855.