

Work Session

Agenda Item #	5
Meeting Date	May 18, 2015
Prepared By	Suzanne Ludlow City Manager

Discussion Item	Revised Proposal for Bulletin Boards in Parks with Sponsor and/or Advertising Signs
Background	<p>Pat Rumbaugh, the “Play Lady,” is a resident of Takoma Park who started the popular Takoma Park Play Days and runs a nonprofit called Let’s Play America.</p> <p>Ms. Rumbaugh wishes to have community bulletin boards in each park in Takoma Park. She asked Landis Construction about designing, building and installing the bulletin boards and the firm agreed to do so at no charge. Ms. Rumbaugh has approached the City and M-NCPPC for permission to allow the bulletin boards to be installed.</p> <p>The first design of the bulletin boards had a bulletin board area for residents to post notices and the logo and description of Let’s Play America on one side and, on the other side, a large Landis Construction logo. In a work session discussion on March, the Council felt the design was more an advertising sign than a bulletin board. Ms. Rumbaugh worked with Landis Construction on an alternate design.</p> <p>The revised design (below) has bulletin boards on both sides with logos of approximately four inches by six inches at the bottom on both sides. M-NCPPC has agreed to allow the kiosks in four parks. Ms. Rumbaugh would like the City to allow them to be installed in seven City parks.</p> <p>As noted in the agenda item from March 9, the City does not have a policy about allowing sponsor signs and/or advertising in the parks, but has tried to take a consistent approach to design of signs to minimize a cluttered appearance of public space.</p> <p>As part of the Wayfinding program designed for the City a number of years ago, a kiosk design was included. The kiosk includes a bulletin board behind a locked glass cover. (An option to have an open bulletin board could be investigated.) The cost to make and install one of these kiosks is \$5,500-\$6,000. There are six kiosks in Takoma Park, four at the Crossroads and two along Carroll Avenue in Old Takoma. The kiosk has a bottom panel that could provide a place for sponsorship recognition in return for paying for the cost of kiosk fabrication and installation.</p> <p>Questions for the Council to consider and discuss are:</p>

	<ol style="list-style-type: none"> 1) Is the Council comfortable with sponsor signs and/or advertising signs in City parks? Are there criteria or guidelines the Council would like to see regarding this topic? 2) Is the Council supportive of permitting the proposed bulletin boards designed and built by Landis Construction in City parks? 3) Are there other thoughts or concerns from the Council about this proposal or any precedent accepting this proposal may set?
Policy	<p>Work in partnership with others to create and maintain a livable community that is vibrant, healthy, and safe for all of its residents.</p> <p>(Livable Community Goal, City of Takoma Park Strategic Plan)</p>
Fiscal Impact	None; an agreement would need to be established regarding ongoing maintenance of the bulletin boards, if permitted.
Attachments	None
Recommendation	Discuss; give direction to staff
Special Consideration	

