



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT
FACILITY USE DEPARTMENT

Procedures for Temporary Signage and Banners

The Board of Education recognizes that District Facilities are a community resource whose primary purpose is to support school programs and activities. The District owns facilities in Santa Monica and Malibu that have ample space to hang or post advertisements. The fences, walls and surfaces around the District are often used to announce, promote and market District, events, activities and services. The District maintains the right to determine what signage is placed on the campuses and by whom. This administrative regulation provides guidelines and practices to permit temporary banners, placard and signs on surfaces of the District.

1. Definitions and Guidelines: The Board of Education authorizes the Superintendent or designee to permit signage to be posted as per the following regulations.
 - 1.1. The term “signage” will refer to any image or text placed on a temporary banner, placard or sign on the interior/exterior of a District physical structure, such as a building, fence or wall.
 - 1.2. Signage must be placed in a location and manner that will not harm the school facility, including but not limited to damage of paint/surface, fire/safety regulations and wind/load considerations.
 - 1.3. Signage must be consistent with the use of school facilities and grounds and not interfere with the regular conduct of schoolwork.
 - 1.4. Language and images on signage must be respectful and tolerant of all people on the basis of race, religion, creed, national origin, gender, disability and sexual orientation.
 - 1.5. The District does not permit political or issue based signage other than signage related to a permitted event at school site.
 - 1.6. All Signage must adhere to the Rules of Use for Facilities.
 - 1.7. This policy does not govern building/campus identification, directional or way finding signage. This policy does not administer the permanent naming or other promotion of facilities as managed in the Gift Policy.
2. Approvals: The regulations and process for posting signage must receive the approvals listed below.
 - 2.1. All signage must be approved by the Administrator of the Site where it will be placed. Approval must include text, images, materials, location, and duration the signage will be present.
 - 2.2. All signage to be hung by outside organizations or that endorses an outside group, including affiliated organizations, must be approved by the Director of Facility Use.
 - 2.3. An organization may request a review by the Superintendent if their request to post signage is denied. The Superintendent has the final authority to allow or deny the request.

- 2.4. The Superintendent or designee will generate a Temporary Signage Request Form that contains the necessary information to facilitate the permitting of the temporary signage request.
3. Categories: The regulations and process for hanging temporary signage depends on the status of the user group and the purpose of the signage.
 - 3.1. School & District Organizations
 - 3.1.1. All temporary signage promoting District or school activities may be posted at no fee with site administrator approval.
 - 3.1.2. Temporary signage promoting District or school activities that also endorses or promotes any outside organization must receive approval by the Director of Facility Use. An applicable donation fee to the school or activity will be determined. This includes temporary signage at athletic facilities whose proceeds for posting the signage supports an athletic team and the posting of signage in exchange for an in-kind donation of services or products.
 - 3.2. Affiliated and Joint Use Organizations: This includes Affiliated Groups as designated in Board Policy 1330, the Cities of Malibu and Santa Monica and Santa Monica College.
 - 3.2.1. All temporary signage promoting Affiliated and Joint Use activities may be posted at no fee with site administrator and Director of Facility Use approval.
 - 3.2.2. Temporary signage promoting Affiliated and Joint Use activities that also endorses or promotes an outside organization must receive approval by the Director of Facility Use. An applicable donation fee to the school or affiliated group will be determined. This includes the posting of signage in exchange of an in-kind donation of services or products.
 - 3.3. Non-Profit and Commercial Organizations
 - 3.3.1. Non-Profit and Commercial Organization may be allowed to post temporary signage promoting an upcoming event or an event in progress that has been permitted by the Facility Use Department. Approval by the site administrator and Director of Facility Use is required. An appropriate permit fee will be assessed.
 - 3.3.2. Temporary signage promoting Non-Profit and Commercial Organization activities that also endorse or promote any non-permitted organization must receive approval by the Director of Facility Use. An applicable permit fee will be determined. This includes the posting of signage in exchange of an in-kind donation of services or products.
4. Distribution: The permit fees for posting temporary signage will differ among the stated categories.
 - 4.1. All donation fees received as part of temporary signage connected with the school, District, affiliated or joint use activities will be directed to the school site or affiliated group.
 - 4.2. All permit fees for posting temporary signage will split evenly between the school site facility permit fund and the Facility Use Department.