

**City of La Crosse Parks, Recreation & Forestry Department**  
**Temporary Installations in Parks Policy**

**Purpose:** The purpose of this policy is to establish guidelines and regulations for the temporary placement of items and installations within public parks including, but not limited to signage, memorials, tributes, bills, and banners. By establishing clear, comprehensive guidelines and criteria for the approval of temporary installations in public parks, this policy significantly reduces the need for deliberations by the Board of Park Commissioners and allows staff approval processes to occur. This approach frees the Board to focus on broader strategic initiatives and park improvements while ensuring that decisions regarding temporary installations are made efficiently and equitably. Additionally, this policy is meant to ensure safety, compliance with laws, and respect for the aesthetic and environmental integrity of park spaces.

**Scope:** This policy is established to monitor the placement of items within public parks managed by the City of La Crosse Parks, Recreation and Forestry Department. This policy applies to public parks and right of ways, including but not limited to green spaces, rentable facilities, recreational areas, natural preserves, boulevards, and trees under the management of La Crosse Parks Recreation and Forestry Department. This policy is subject to modification and amendment by the Parks Department staff and approval by the board of Park Commissioners as necessary to address evolving needs, changing circumstances, or emerging regulatory requirements.

**Definitions:**

**Temporary Installation:** Refers to any non-permanent visual communication or display intended for short-term placement within City parks. This includes but is not limited to banners, posters, placards, flags, A-frame signs, memorials, tributes, bills, banners, and similar materials.

**Handheld Signage:** refers to signage that is held or carried by individuals and is not affixed or displayed in a stationary manner within a city park.

**Rental Period:** Refers to the authorized timeframe during which an individual or organization is permitted to use of City Park or facility under a reservation granted by the Parks department. Rental periods delineate the duration of time for which the reserved space is allocated for use, subject to the terms and conditions specified in the reservation approval.

**Reservation:** Formal approval granted by the Parks Department allocating a designated area within a park or park facility to an individual or organization for temporary use.

**Exclusions:** Exclusions refer to a provision within this policy that specifies certain activities, entities or circumstances exempt from the general requirements or restrictions outlined herein. It is important to note that while exclusions may exempt certain locations or entities from specific provisions of this ordinance, they do not grant blanket permission to post signs or conduct activities within the parks without appropriate reservations or permissions as required by the Parks, Recreation and Forestry Department.

## Allowances & Requirements

### **Section I: Rental Period Signage & Temporary Installations**

Temporary installations in parks are permitted only during an approved rental period specified in the reservation. Temporary installations are subject to the following conditions:

- **Compliance with Laws & Ordinances:** All signage must comply with local, state, and federal laws.
- **Duration of Display:** Temporary installations are permitted only for the duration of the rental period, with setup allowed no earlier than the start date of rental, and removal required no later than the end date of rental.
- **Location:** Temporary placements may only be placed in areas designated by the Parks Department in accordance with the reservation.
  - Any temporary placement associated with a rental period is not permitted outside of a 100-foot radius of the rented facility, or as otherwise defined by adjacent boulevards, roadways or private property.
  - No installations are permitted within boulevards or rights-of-way.
- **Installation & Removal:** Installations must be placed and removed promptly with the approved rental period by the applicant or their representative.
  - Individuals and organizations seeking to place a temporary installation in alignment with their facility rental must also act in compliance with Wisconsin State Statute 182.0175 by notifying Diggers Hotline prior to any removal or displacement of earth rock or other material in or on the ground including excavation, grade, trench, dig, drill, augur, tunnel, scrape, plow cable or piping related to the rental period.
- **Placement:** Placement must not obstruct park pathways, entrances, exits, or interfere with regular park maintenance and activities.
- **Safety:** Signage must not cause damage to park property, including trees, structures, and landscaping.

**Section II: Restrictions to Signage & Temporary Installations in Parks** *Restrictions outlined below refer to any temporary installation that is not associated with a rental period.*

1. Temporary installations are prohibited in City parks unless a reservation has been obtained from the Parks Department.
2. Temporary installations must be associated with a primary activity or event taking place within the reserved park or green space, such as a permitted event, activity, or rental.
3. No permanent structures or modifications to park property are allowed without specific authorization.
4. Commercial advertising within the park is prohibited, except when related to a park rental periods or documented partnerships.
5. The use of hazardous materials or installations that pose a risk to public safety or the environment are not permitted.

### **Section III: Exclusions:**

1. **Parks, Recreation, & Forestry Department** – The Parks, Recreation and Forestry Department retains the authority to place temporary and permanent signage, or other installations within

public parks as deemed necessary for the purposes of safety, direction, information, park management, and promotion of park-sponsored events and programs.

1. **Black River Beach Neighborhood Center & Satellite Facilities** - Black River Beach Neighborhood Center and other satellite facilities managed by the Department are excluded from the provisions of this policy related to the temporary installation of items within public parks.
2. **La Crosse Center** – Due to its distinct role as multi-purpose event facility, the La Crosse Center is excluded from the provisions of this policy related to the temporary installation of items within public parks.
3. **City Departments** – This policy explicitly excludes all city entities and departments from restrictions and requirements to temporary installations.
4. **Memorial Tree & Bench Program** – The Memorial Bench and Tree program is excluded from the provisions of this policy, allowing for dedications within park areas under the Department’s management and current Memorial Tree & Bench Program.
5. **Permanent Structures** – Installations considered permanent are not covered by this policy and must follow a separate approval and permitting process as dictated by local land use and zoning regulations.
6. **Portable Restroom Facilities** – This policy does not apply to the placement of portable restroom facilities within City parks and must follow a separate approval and permitting process as dictated by local land use and zoning regulations.
7. **Private Property** – Installations on private property, even if visible from or adjacent to public parks, are not governed by this policy. Such installations are subject to existing local property and zoning ordinances.
8. **Handheld Signage** – This policy does not apply to handheld signage, including but not limited to signs held by individuals participating in demonstrations, rallies, or other expressive activities within the park.

The City of La Crosse Parks, Recreation and Forestry Department does not endorse and makes no representations, explicit or otherwise concerning any advertisement, their content or any products or service with they offer. Content contained in temporary park installations, on advertisers’ websites, or emails to not represent the view of the City of La Crosse Parks, Recreation and Forestry Department.