

# COLLEGE of CHARLESTON

## OFFICIAL POLICY

**3.9.3**

**Signage: Banners, Signs and Posted Material**

**11/9/15**

### **Policy Statement**

#### **1.0 Introduction**

The College of Charleston (hereafter, "College") may approve or deny the temporary placement of non-College-sponsored banners, signs or other posted material by individuals or organizations ("Postings") on College property based on time, place and manner considerations and as set forth under the terms of this Policy. The Division of Marketing and Communications, the Division of Student Affairs and the Office of Student Life have authority to approve Postings on College property.

#### **2.0 General Posting Requirements**

All Postings must contain the name of the sponsoring individual or organization ("Sponsor").

The content of all Postings must comply with all applicable federal, state and local laws, regulations and all College policies.

Sponsors shall ensure that Postings do not alter or damage College property.

Sponsors are responsible for removing Postings in a timely manner on the final date approved for posting or immediately following the date of the publicized event.

No Posting may be made in violation of the City of Charleston's Snipe Signage ordinance. Snipe signage is prohibited and includes all types of announcements or other advertising and informational materials attached by any means whatsoever to trees, poles, stakes, fences, buildings or any other public or private property, without permission from the owner or authorized agent of the property.

The College shall not be responsible for damage to or theft of Postings affixed to College property.

#### **3.0 Request and Approval Process for Postings**

Except as noted below, the Division of Marketing and Communications oversees the request and approval process for Postings on College property.

Requests for Postings must include the proposed design, dimensions, posting location(s), posting date and length of duration for display. All requests for Postings should be submitted via email to: [marketing@cofc.edu](mailto:marketing@cofc.edu).

When reviewing requests, the Division of Marketing and Communications will consider factors including but not limited to: hardware or other installation requirements, aesthetic integrity of the campus, the requested time and duration for display, dimensions, campus placement and space availability. Following review of the request, the Division of Marketing and Communications may approve, deny or modify each proposal at its discretion and in compliance with applicable law and College policies. In the event of a denial, an appeal may be made to the Director of Brand Marketing or the Executive Director of Marketing and Communications or his or her designee, who shall have the final decision.

#### **A. Requests for Banners and Signs Affixed with Hardware**

Requests for the temporary placement of banners or signs to be affixed to College property (e.g., light posts or buildings) with hardware must be submitted to the Division of Marketing and Communications at least 30 days before banners and hardware are to be ordered. Such requests may only be made by College-based organizations.

The Sponsor shall pay for any and all costs associated with hardware installation, hanging/removal of banners or signs, including any costs for any damage, repairs or restoration resulting therefrom.

#### **B. Requests for Postings Affixed by Any Other Means**

Requests for the temporary placement of Postings to be affixed to College property by means other than hardware must be submitted to the Division of Marketing and Communications via email to [marketing@cofc.edu](mailto:marketing@cofc.edu) at least 5 days in advance of the proposed posting date under ordinary circumstances where the proposed Posting is foreseeable in advance. In time-sensitive cases, the Division of Marketing and Communications shall reduce the advance approval period.

#### **C. Exceptions**

The requirement for review and approval by the Division of Marketing and Communications shall not apply in the following situations:

- (1) Placement of student activity postings, which are governed by the Division of Student Affairs and Office of Student Life. Student activity Postings must be processed through the posting policies and procedures set forth in the Student Handbook, the Compass and all other applicable College policy;

(2) Placement of official College-sponsored informational materials, such as faculty, academic and administrative department announcements of official College courses, programs, speakers, seminars, and events;

(3) Placement of informational material on academic and administrative bulletin boards, which are controlled, managed and maintained by each academic and administrative department; and

(4) Placement of official notices required by law.

The Division of Marketing and Communications retains the discretion to alter the time for making requests for Postings in extraordinary circumstances.

#### **4.0 Additional Requirements**

This Policy does not contemplate every potential situation that may arise with respect to Postings on College property. Accordingly, the College reserves the right in certain situations to impose reasonable restrictions and requirements with respect to time, place and manner of Postings that are not expressly set forth in this Policy.

As noted in the Student Handbook, the Compass, student organizations are requested to use non-adhesive materials to post flyers and banners at any of the locations listed above. Examples: zip ties, string and fishing line can be used.

Prohibitions:

- The use of paints, stains, acids, tapes, chalk or any other substance that might damage or deface the building is prohibited.
- No person shall affix anything to the walls, doors, ceilings or any painted or non-painted area inside buildings. Only the bulletin boards are to be used for the posting of materials.
- Promotional materials will be removed by CofC Physical Plant on Friday of each week.
- Campus organizations are responsible for removing their outdated postings. Organizations may lose posting privileges if outdated postings are not removed.
- Items may NOT be placed on Stern Student Center Food Court glass.
- Use of sidewalk chalk is not allowed.
- Do not attach promo materials to campus benches.

#### **5.0 Policy Compliance and Enforcement**

The College reserves the right to remove any Postings that do not comply with this Policy. Regarding those divisions and offices outlined in the "Exceptions" section (i.e., student activity postings and faculty/academic-related postings), enforcement is the responsibility of the executive vice president of student affairs' office and the provost's office, respectively.

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## Policy Manager and Responsible Department or Office

The Division of Marketing and Communications shall be responsible for the administration and implementation of the Policy.

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## Purpose/Reason for the Policy

This Policy sets forth the means for members of the campus community and the general public to utilize appropriate space for posting information and aims to protect and preserve College property and the aesthetic integrity of the campus in the display of temporary Postings on College property.

## Departments/Offices Affected by the Policy

All members of the campus community and members of the general public seeking to post material on College property shall comply with this Policy.

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## Procedures Related to the Policy

The Division of Marketing and Communications may adopt procedures for the implementation of this Policy.

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## Related Policies, Documents or Forms

[College of Charleston Student Handbook](#)  
[The Compass, Guide for Student Organizations](#)  
City of Charleston Municipal Court notification of Snipe Signage (attached)

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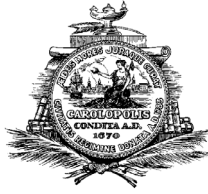
## Review Schedule

Issue Date: November 9, 2015

Next Review: November 2020

Approval

By: Alan E. McParrell  
President



Mayor Joseph P. Riley, Jr.  
Judge Arthur C. McFarland  
Chief Judge  
Sylvia D. Skeeter  
Court Administrator

# City of Charleston

## South Carolina Municipal Court

Associate Judges:  
Judge Joseph Mendelsohn  
Judge Michael A. Molony  
Judge Thomas P. Morrison  
Judge Veronica Small  
Judge N. Steven Steinert

Re: Snipe Sign Violations – Warning Notice

Dear Business Owner and/or Staff Liaison:

Snipe signs are leaflets, handbills, posters, flyers, announcements or any other advertising and informational materials that are tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences, buildings, or other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises where the snipe sign is located.

***Snipe signs are illegal.***

Snipe signs are unsightly and are illegal advertising and signage. The Zoning Ordinance of the City of Charleston, Article 4 Part 2, Section 54-404 lists prohibited signs as

- a.) Snipe signs;
- c.) Off-premise signs, except billboards as provided in Section 54-420; and,
- l.) Signs painted on or *attached* to trees, rocks or other natural features, telephone or utility poles.

Snipe signs cause visual blight and produce litter in the public realm and on private property, in violation of Sec. 14-2 of the Code of the City of Charleston.

We asked in a letter sent in July 2005 that venue owners and managers of all other organizations to stop the practice of placing snipe signs on or near their venue *and* to inform promoters or others who might attempt to advertise with snipe signs to cease this practice by directly communicating with them and also consider making it a part of a contract agreement. The letter further advised that if the practices of placing snipe signs continued, we would increase our efforts to enforce the law and prosecute violators. However, the practice of hanging snipe signs is still widespread. Over the last months, the proliferation has escalated. City staff regularly receives complaints on this issue from citizens, visitors to our city and commercial sources.

***Enhanced enforcement efforts will be pursued.***

We will increase our enforcement of the laws applicable to this type of illegal activity and will prosecute violators of these laws. In addition to the event promoters, the entertainment venues, including educational institutions, public or private organizations and other places where such meetings, events or concerts are scheduled, the band or speaker will be held responsible for the illegal signage.

This initiative becomes effective AUGUST 18, 2006. Any snipe sign found on or after this date will be removed and a ticket issued for the violation, requiring the party charged with the violation to appear in Livability Court. If found guilty, this violation could result in a 30-day jail sentence and/or a fine of up to \$1,087.00 for each illegal sign.

Help raise awareness against this type of littering and illegal signage. Please insist and require those associated with bringing entertainment to your venues or public speakers to your organizations not to advertise using off premise snipe signs and to keep Charleston beautiful.

Sincerely,

Sgt. Dan Riccio  
Livability Court Officer

*Please call 805-3226 if you have questions regarding the issuance of a violation for illegal signage and/or littering.*  
75 CALHOUN ST, 3<sup>RD</sup> FLOOR; CHARLESTON, SOUTH CAROLINA 29401 • PHONE (843) 805-3226 FAX (843) 724-3772