



## **POLICY 7.151**

**5-A** I recommend that the Board approve development of the proposed **new** Policy 7.151, entitled “Business Partnership Recognition – Fence Screens.”

[Contact: Kristin Garrison, PX 48935.]

### **Development**

### **CONSENT ITEM**

- This proposed policy would create uniform standards for design and display of business partnership recognition fence screens taking both community aesthetics and local ordinances into consideration.
- Specific design standards; severe weather issues; school police concerns and municipality standards are addressed.

POLICY 7.151

**BUSINESS PARTNERSHIP RECOGNITION – FENCE SCREENS**

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3 1. **Purpose.** -- The District recognizes that athletic sponsors and other business  
4 partners provide a vital role in sponsorship of key programs within our schools. As  
5 such, schools have increased needs to visibly recognize these partners in the  
6 community. In the interests of community aesthetics and in consideration of local  
7 ordinances that may prohibit or restrict banners and advertising, these uniform  
8 standards have been developed. By permitting the recognition of business  
9 partners on school campuses, it is not the intent of the School Board to create or  
10 open any Palm Beach County School District school, school property or facility as a  
11 public forum for expressive activity, nor is it the intent of the School Board to create  
12 a venue or forum for the expression of political, religious, or controversial subjects  
13 which are inconsistent with the educational mission of the School Board or which  
14 could be perceived as bearing the imprimatur or endorsement of the School Board.
- 15 2. **Policy Statement.** –
- 16 a. A “Business Partnership Agreement” form (PBSD 1570) must be used to  
17 document all partnerships as well as any screens posted to recognize sponsor  
18 donation revenue. A copy of this form is incorporated herein by reference as  
19 part of this policy and can be located on the [District’s forms web page](#).
- 20 b. Because the screens are not considered advertising, the business partner  
21 must be informed and fully understand and agree that any funds provided to  
22 the school are considered donations.
- 23 c. In case the screens must be removed for reasons beyond the school’s control,  
24 such as safety, regulatory requirements, weather events, etc., no  
25 commitments will be made to a specific timeframe or location for screen  
26 display. Yet, the school may indicate a maximum timeframe for the display of  
27 the screen.
- 28 d. Screens must not be placed on City or County property; only on School Board-  
29 owned property.
- 30 e. Fence screens must be removed prior to tropical storms or a hurricane event,  
31 at the time a Storm Watch is declared. If the fence screen becomes torn or  
32 detached from the fence, the Principal shall ensure that it is repaired in a  
33 timely fashion.
- 34 f. Any fence screens to be mounted on exterior fences must involve consultation  
35 with (i) School Police regarding any potential safe-sight concerns, and (ii) the

- 36           Planning Department to determine if there are any municipality-specific  
37           Interlocal Agreements (currently Boca Raton is the only municipality with such  
38           an agreement), regulations or prohibitions.
- 39           g.   Screens placed along a residential road with houses or other residential  
40           dwelling fronting across the street, must cover no more than 50% of the fence  
41           frontage.
- 42           h.   In keeping with the express purpose of this Policy not to create or open  
43           schools as a public forum for expressive activity, Principals shall use their  
44           discretion in selecting and approving business partners that are consistent  
45           with the educational mission of the School Board, District and community  
46           values, and appropriateness to the age group represented at the school.  
47           Examples of inappropriate business partners include but are not limited to:  
48           businesses that sell goods or services which are illegal if possessed by or sold  
49           to a minor, adult entertainment establishments, businesses whose primary  
50           source of revenue is generated from the sale or distribution of alcohol or  
51           tobacco products, tattoo parlors, pain clinics and businesses soliciting addicts.
- 52           i.   School marquees, whether electronic or manual, shall not be used to advertise  
53           or permanently reference business partner recognition; however, they may be  
54           used to thank a business partner for a specific one-time support of an event or  
55           donation to the school for a specific project.
- 56           j.   In the unincorporated areas, the design standards set forth below in  
57           Paragraph 3. operate as a "pilot" program until June 30, 2011, as provided for  
58           by Chapter 1002.375, Florida Statutes. School center staff can determine  
59           whether they are located in the unincorporated area by visiting the Planning  
60           department's website and clicking on "Find my District" (The column titled  
61           "Municipality" will show as "Unincorporated.")
- 62           k.   Nothing herein precludes negotiation of "customized" standards with an  
63           individual Municipality or with the County via an Interlocal Agreement in  
64           coordination with the Planning Department.
- 65    3.   **Design Standards:** Any method of recognition of business partners on fence  
66           screens that is substantially visible from outside School Board-owned property  
67           shall meet the following standards:
- 68           a.   The text must be printed on fence wind screens placed on fences to  
69           camouflage the chain link. For safety in high winds, screens are  
70           recommended at "85 closed mesh" material for wind resiliency.
- 71           b.   The fence screens must all be uniform in size and color. The suggested size  
72           coincides with the height of the fence, up to a maximum of 6' high and width of  
73           each panel 10' wide. Only two colors may be selected (for example, school

- 74           colors). The background/screen color and font color used on all screens must  
75           be consistently the same color and font style to ensure uniformity. Font size  
76           must not exceed 8".
- 77           c.   Side-by-side banners must not be used to create longer messages.
- 78           d.   Screens must be placed side-by-side (abutting one another), at a uniform  
79           height, aligned with the top rail of the fence, for a neat uniform appearance.
- 80           e.   The fence screen must thank the sponsor (Suggested language is: "Thank you  
81           to our business partner" or "This school is supported by").
- 82           f.   No photographs shall be printed on the screens. The business logo may be  
83           displayed in the upper left corner of the screen, but it must be no larger than  
84           18" by 18" in size, and may use the business partner's standard corporate  
85           colors for the logo only, or in the same color as the font used for the other  
86           printed text on the screen.
- 87           g.   Unless purchased by the business partner as stated below, the school must  
88           utilize the District's bid awarded vendor for fence wind screens and follow the  
89           District procedures to place an order with the vendor. Prices vary by screen  
90           size and quantity of order. The amount donated by the business partner must  
91           exceed the District's cost and provide adequate funding for an important  
92           program or activity at the school. As an alternative, the business partner may  
93           purchase a fence screen from the vendor of their choice, provided that the  
94           design provisions of this policy are followed.
- 95           h.   Any banners or screens hung in areas not substantially visible from the street  
96           are exempt from these design standards.

97   STATUTORY AUTHORITY: Fla. Stat. §§ 1001.41(2); 1001.42(25); 1001.43(4)  
98   LAWS IMPLEMENTED: Fla. Stat. §§ 1001.42(11); 1001.43(4) & (5), 1001.51(4)  
99   HISTORY: \_\_/\_\_/2010

Legal Signoff:

The Legal Department has reviewed proposed Policy 7.151 and finds it legally sufficient for development by the Board.

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Attorney

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Date



THE SCHOOL DISTRICT OF PALM BEACH COUNTY  
OFFICE OF COMMUNITY INVOLVEMENT  
**Business Partnership Agreement**

This agreement is completed by the school/department administrator or liaison. Print the form after completion and choose submit in the drop down menu at the bottom of the form. Click Go to submit data to the Office of Community Involvement. DO NOT CLOSE the form until you have printed and submitted the form. The principal/ director and business organization sign the printed copy and the school keeps the original.

**SCHOOL/DISTRICT OFFICE**

Designated School or Department \_\_\_\_\_  
 Administrator \_\_\_\_\_ Liaison \_\_\_\_\_  
 Address (street, city, state, zip) \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

**BUSINESS/ORGANIZATION PARTNER**

Business or Organization Title \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Address (street, city, state, zip) \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

**BUSINESS PROJECT OR ACTIVITY**

**What type(s) of partnership support will this partnership provide (check all that apply)**

- Increase Academic Achievement - Read to students, tutor, provide technical expertise, display student work
- Enhance the Learning Environment - Mentor students, provide time for employees to volunteer, field trips
- Career awareness - Offer job shadowing, internships, career fair or career day, career materials
- Take an Advisory Role - Be a member of a School Advisory Council, participate on a curriculum committee
- Faculty or Staff Development - Invite teachers to in-house training seminars, provide job shadowing for teachers
- Donor / Sponsorships - Donate supplies or equipment, scholarships, sponsor events or field trips

Other \_\_\_\_\_

**RECIPROCAL ACTIVITY**

**What type(s) of school mutual activities will this partnership provide (check all that apply)**

- School T-shirt & spirit items
- Recognition on marquee, newspaper, web site, etc.
- Musical performances for partner
- Assist with company special events
- Communication of school events
- Invitations to special school programs
- Notes from students
- Free tickets to school events & programs
- Appreciation programs
- Specific feedback regarding impact of partnership on students and school
- Display of recognition banner consistent with policy 7.151. By signing below, the business partner acknowledges receipt of a copy of policy 7.151, represents that he/she has read and understood it and specifically acknowledges and agrees to the provisions of paragraphs 2.B. and 2.C.

Other \_\_\_\_\_

The above business (organization) and educational facility do hereby agree to create an educational partnership which will enhance and improve the quality of education and meet the needs of the students, educators, and the community.

\_\_\_\_\_  
Signature of Business Partner

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Superintendent or Principal

\_\_\_\_\_  
Date

Submit