

UCH Policy on Exterior Signage

Approved by the Board of Trustees

9/13/16

Committee or Program-area Affiliation

Home and Garden Circle, Social Responsibility Circle

Purpose

Signs erected on the exterior of church buildings and on church grounds play an important role in communicating the church's presence and identity to the surrounding community. This policy has the dual goal of facilitating the provision of identifying information and visible public witness on important social issues while maintaining the attractiveness of the church's buildings and grounds.

Definitions

Short-term event signage. This category includes signs intended to promote church-sponsored programs and events, such as Holiday Harvest, the beginning of the religious education year, and fair-trade sales.

Longer term, issue-oriented signage. This category includes signs intended to convey the congregation's stands on social and public policy issues (e.g., same sex marriage or Black Lives Matter) or alignment with UUA programs/messages (e.g., Standing on the Side of Love).

Permanent identification signage. This category includes separate, permanent signs providing contact information, information about services, etc.

Approval and Oversight

- The Home and Garden Circle Coordinator, in conjunction with church staff, shall be responsible for erecting *short-term event signs*, taking them down, and ensuring that they are compliant with the Village of Hinsdale's Code and permitting requirements.
- The Home and Garden Circle Coordinator, in conjunction with church staff, shall be responsible for erecting *longer term, issue-oriented signs*, taking them down, and ensuring that they are compliant with the Village of Hinsdale's Code and permitting requirements.

- Before erecting *issue-oriented signs* on topics on which congregants may have differing views, the Social Responsibility Circle Coordinator, in conjunction with the minister, shall provide the congregation with a reasonable opportunity for free and frank discussion. The Board of Trustees shall determine if a congregational vote is required prior to erecting an issue-oriented sign.
- The minister and staff shall be responsible for updating *permanent identification signs*, and coordinating with the Home and Circle Coordinator and Board if/when the need arises to repair or replace any permanent signage.

Duration and Location of Display

- *Short-term event signs* shall be posted no sooner than three weeks before the program or event (or a shorter time period if required by Village of Hinsdale ordinance) and taken down immediately thereafter.
- *Display of Issue-oriented signs* shall be re-visited after 6 months (or a shorter time period if required by Village of Hinsdale ordinance) by the Home and Gardens Circle Coordinator, the Social Responsibility Circle Coordinator and staff to determine if display of the sign continues to be relevant and timely. For signs that required a congregational vote, the Circle Coordinators and staff should consult with the Board regarding continued display of the sign.
- No more than one *issue-oriented sign* shall be displayed at any one time.
- No signs shall be attached to the church or religious education building, the tower of the church building, landscaping elements, or to permanent church signage. Sign installation shall not cause any permanent damage to church property.

Review Schedule

This policy should be reviewed and updated, as necessary, every 5 years.

Related Procedures

None, as of 9/13/16