

*DRAFT*

CITY OF ALPENA  
COUNCIL POLICY STATEMENT

General Subject: City Properties Policy No.: 22  
Specific Subject: Placement of Date Issued: \_\_\_\_\_  
Nongovernmental Signage  
on City Properties Effective Date: \_\_\_\_\_

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Copies to:

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PURPOSE:

The purpose of this policy is to provide guidelines which will allow the placement of nongovernmental signage on city properties for special events in a manner which is in keeping with the public's interest.

STATEMENT OF POLICY:

Guidelines for the Placement of Nongovernmental Signs on City Properties.

General Conditions: Except as otherwise provided in the Code of Ordinances for the City of Alpena, temporary nongovernmental signage on city properties may be allowed by City Council subject to the following conditions.

- A. Signage shall be authorized by City Council or its designee on a case-by-case basis.
- B. Requests shall be submitted to the City Clerk including the duration, type, location, size, and content of the proposed sign(s).
- C. Height and area limits shall be consistent with the respective standards of the zoning district.
- D. Signage shall be removed promptly after the special event or the season in the case of athletic activities, unless otherwise allowed by written agreement with the city.
- E. Commercial advertising signs shall not be directed toward adjoining properties or public rights-of-way with the exception of identification signs, i.e., Brown Trout Festival, etc.
- F. Commercial advertising involving events located in outdoor athletic facilities shall be located within and face the interior of the facility.
- G. Advertising shall be limited to those products which can be legally purchased or consumed by all segments

**CPS No. 2x**

of the population which will be in plain view of the advertising.

- H. Signs shall not be allowed in the public right-of-ways.
- I. Signs shall not be located or constructed in a manner which could be a hazard to visibility, access, or general safety.

Application Procedures:

- A. An application for a permit shall be submitted to the City Manager on permit forms supplied by the city.
- B. The permit application shall be submitted at least three (3) weeks prior to the proposed placement of the sign.
- C. The City Manager may require such other information as may be necessary to process the permit.

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Peter Parker  
City Manager

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This Application and Permit is in accordance with City Council Policy No. 6.

APPLICATION AND PERMIT FOR PLACEMENT  
OF TEMPORARY SIGNS  
ON CITY PROPERTIES

\_\_\_\_\_ Date

Applicant's  
Name \_\_\_\_\_

Applicant's  
Address \_\_\_\_\_

\_\_\_\_\_

Applicant's  
No. \_\_\_\_\_

Phone

Applicant's  
Signature \_\_\_\_\_

Proposed \_\_\_\_\_ Location \_\_\_\_\_ of  
Sign \_\_\_\_\_  
Name of City Property

Exact  
Location \_\_\_\_\_  
(Location on site attach sketch if not located  
in or on a building or facility)

Date on Which Sign(s) Will be Installed \_\_\_\_\_

Date on Which Sign(s) Will be Removed \_\_\_\_\_

State Information to be described on Each Sign \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This permit obligates the applicant to comply with the City of Alpena's  
Policy on Nongovernmental Signage on City Properties, approved by the  
Municipal Council on \_\_\_\_\_, 1996.

Approved For The City of Alpena By

\_\_\_\_\_ City Representative

\_\_\_\_\_ Date